



SOLOMON JUNEAU TRADING POST
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FROM THE GROUP IN THE MILWAUKEE
PUBLIC MUSEUM

Milwaukee's Century of- Progress

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MILWAUKEE'S CENTURY OF PROGRESS

An historical review of the industrial, commercial and civic development of Milwaukee in the one hundred years that have elapsed since the settlement was founded by Solomon Juneau, September 14, 1818.

Specially written for Wright's 1918 edition
of the Milwaukee City Directory ::: by

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Introduction

Somewhere in the United States there is a bronze statue which depicts two Indians watching the coming of the first white man. The one is a battle-scarred old warrior, decked in the trappings of his race, who, with folded arms and grim visage, looks into the distance, while the other, a mere boy, points with joyous expectation to the approaching figure. The old Indian is apprehensive; the lad curiously watchful.

The statue is eloquently expressive of the approach of civilization and the passing of the red man, and no doubt aptly describes a scene enacted on the picturesque spot, now known as Milwaukee, when the first intrepid young French Canadian approached its wooded shores.

"There is no romance like that of history. All the years have voices for them that will hear; and even the simple annals of commonplace events have in the hearts of them epic possibilities," says George R. Peck, a former Wisconsin jurist.

It may be well at times to refreshen our knowledge of leading facts in our local history, to remember that the land upon which we live belonged to France between the years of 1670 and 1759, and to Great Britain from 1759 to 1787; that Milwaukee was the yearly meeting place for several Indian tribes, including the Pottawattomies, Menomonees and Winnebagoes; that the city's skyscrapers stand upon the ashes of bygone Indian wigwams; that the block bounded by Wisconsin, Michigan, East Water streets and Broadway was an Indian burial ground; that Milwaukee at one time had a larger population than Chicago, that Dr. Increase A. Lapham, a Milwaukeean, was the first man to predict approaching storms for the benefit of commerce and thereby became the originator of the United States weather bureau service; that C. Latham Sholes, another Milwaukeean, constructed the first typewriter ever made, etc., etc.

The story of Milwaukee, the accident of its location, its earlier struggles and beginnings, its subsequent growth and development into a great cosmopolitan center, is probably not unlike that of many other American cities. And yet the story has features peculiarly its own, as well as elements of picturesque appeal, of thrilling charm and romance.

The conflict enacted here between man and the elements of nature was in the main peaceful and orderly, but it necessarily involved the roughness of frontier life, the hardships, privations and the fortitude of pioneering.

The march of civilization fortunately was here headed by a man of vision, of poise, of action and of perseverance. He came, he saw, he won. Man once more had triumphed over matter. Solomon Juneau was the first permanent white settler, who had come to stay, to build a Caucasian domicile, to establish civilization where the aborigine had ruled, and to lay the foundation for a great American city.

The Earlier Beginnings

Christopher Columbus is said to have been preceded by other navigators in the discovery of America. In the same manner local history disclaims that Solomon Juneau was the first white man to land here. The chronicles tell with lazy uncertainty that Jean Nicolle was here in 1639, Father Pierre Marquette in 1674, and Lasalle in 1679. With greater certainty they tell that Jacques Vieau and Jean Baptiste Mirandeu came periodically for several years beginning with 1795, and that Mirandeu was here on September 14, 1818, when Solomon Juneau arrived.

Solomon Juneau not only came on that day, but he remained, and thus became, as already stated, Milwaukee's first permanent white settler and the founder of a great American city.

The transition from pastoral serenity to pioneer aggression, from barbarism to civilization, from an Indian village to a white man's habitation saw its completion in 1836. That year the three hundred remaining Indians saw themselves outnumbered four to one by the whites. Two years later the Pottawattomies and Menomonees were removed by the government to reservations west of the Mississippi River.

The young Yankees from New England and the Knickerbockers from New York state had come to stay. They had awakened to a promising future and entered energetically upon constructive enterprise. They erected a court house and a jail, built their first ship, reared a hotel, started a bank and founded a newspaper. They maintained law and order, organized a town and made Solomon Juneau its President.

The spirit of progress was now aroused. Enthusiastic letters began to go to distant friends in the East. The wooded hills and rich valleys, the three fine streams and a natural land-locked harbor—all proved attractive and promised a prosperous future. Land sold at from \$1,000 to \$8,000 an acre. It was openly espoused that "Milwaukee's opportunities were brighter than those of the little village of Chicago."

Juneau's contemporaries as town builders were Byron Kilbourn, who promoted the west side, known as "Kilbourn Town," and George H. Walker, who held a large stretch of land on the south side known as "Walker's Point." The rivalry between Kilbourn Town and Juneau Town became acute and accounts for the fact that the streets running east and west do not join at the river.

This rivalry also accounts for some of the humorous and sarcastic descriptions indulged in by the men of that day. The first hotel in Juneau Town was described as "a high-toned place where enough whiskey was drunk to float a steamboat."

When Byron Kilbourn in 1837 built a steamboat to rival the schooner Solomon Juneau built the year before, it was said that "she was an old scow with an engine that was about seven mule power and her course as gyratory as a hen that has eaten salt, and that her commander was squint-eyed, who never knew which way he was steering."

An epoch-making period in the life of the town was the year of 1839, when the first installment of immigrants from Germany and Norway arrived. They came, eight hundred strong, at a time when a financial depression had brought on business stagnation, when money was sorely needed, and when the gold and silver which they circulated was, it is said, like the distribution of bread among the starving.

The first schooner to arrive in Milwaukee was the "Chicago Packet," in 1823, thirty tons capacity; the first large steamboat was the James Madison, in 1845. The first ship to be built in Milwaukee was the Solomon Juneau, in 1836. The vessel arrivals for the year 1839 were 266, and imports and exports had assumed material proportions, designating the port of Milwaukee as a most important one on Lake Michigan.

The Founder of Milwaukee

Solomon Juneau* was a French Canadian, having been born at the Parish of L'Assumption, near Montreal, Canada, on the 9th day of August, 1793, of French-Alsatian parentage. In physique he was well adapted for the frontier life he had chosen. Over six feet in height, he was broad-shouldered, deep-chested and muscular.

But splendid as he was in physical proportion, he was even more attractive in mental and temperamental qualities. The observance of truth and honor was as natural to him as was his breathing of nature's pure air. Sturdy honesty was an inseparable part of the man.

His peaceful dealings with the Indians, in which written contracts were never employed, broken promises unknown and every bargain carried out to the letter, stood out in striking contrast to the scheming methods resorted to by some of the young Anglo-Saxons, his contemporaries, who had been reared in an atmosphere of culture and morality. Fair dealings had won wealth for Juneau, but the sharp practices of his contemporaries, it is said, rendered him poor again.

Upon his retirement from the office of Mayor on April 14, 1847, Solomon Juneau delivered an address that not only forms a model in English diction, but also offers a rare bit of literature in the earlier annals of the city. He contrasts with striking vividness the reign of the aborigine and the supremacy of civilization. Let us quote:

"When I first set foot on this soil some thirty years ago, I little thought that during my age and generation I should behold such a sight as now presents itself. Then the 'Red man' was supreme monarch of the place on which our delightful city now stands. The plains and the rivers of Wisconsin belonged to him and were subject to his will and control.

"But now the scene is changed.

"The 'war whoop' of the Indian has given way to the mild counsels of civilized and intelligent men. The wigwam is supplanted by massive and ornamental structures. The place of the bark canoe, which was then the only craft that floated upon the waters of the noble river that meanders through the heart of your city, has been filled by the hundreds of vessels, propelled by both steam and wind, which now annually visit our shores and enter our harbor, laden with the commerce of the east, and which bear away the surplus produce of Wisconsin.

"Here we behold a city of 12,000 inhabitants, with her beautiful streets and walks, her fair gardens, her splendid buildings, and her intelligent and enterprising population, where eleven years ago the soil was unbroken."

Solomon Juneau died November 14, 1856, at Shawano, Wisconsin, where he was buried by the Indians, but later his remains were brought to Milwaukee and buried at Calvary Cemetery. A requiem mass was read at St. John's Cathedral and the funeral was attended by over 5,000 people.

The wife of Solomon Juneau was of mixed French and Menomonee Indian blood. She was the daughter of Jacques Vieau, a French trader, already mentioned in these pages.

She is described as a tall, stout person of fair complexion. While in appearance she gave no evidence of her "quarter breed Indian blood," she was reticent in manner, like all of her race. She gave birth to fifteen children, and performed her duties both as wife and mother in an exemplary way. It is

* He was baptized Laurent Solomon Juneau, but later dropped the name Laurent. His parents were Francois and Theresa Galeono Juneau.

said of her that she was conscientious and generous, and a most fitting companion to her splendid husband. She died at Milwaukee November 19, 1855, at the age of fifty years.

Population and Racial Origin

The advent of Solomon Juneau was soon followed by the arrival of other white men. There were young men from New England and New York state who came to establish commercial enterprises or engage in industrial or professional pursuits. Later a flood of immigration poured into the state. Those who were mechanically inclined remained in Milwaukee. Those who had come from the rural districts of Europe went upon the land in adjacent territory, with the result that the foreign-born soon outnumbered the American-born. They came in the main from Germany, Ireland, Switzerland, Bohemia and the Scandinavian countries. Somewhat later Poland sent a large contingent.

After the immigration from central and western Europe had subsided the peoples of eastern and southern Europe began to arrive. This brought in the Italian and Sicilian, the Slavonian and Croatian, the Greeks, Bulgarians and Servians, until today it is a cosmopolitan center whose population is rapidly approaching the half million mark.

The population figures for the century record a marvelous growth. On September 14, 1818, there were just three white men in Milwaukee, Solomon Juneau, Jacques Vieau and Jean Baptiste Mirandean. On September 14, 1918, the population is nearing the half million mark. The census figures taken for different successive years show the following:

1818	3	1850	20,061	1900	285,315
1836	1,200	1860	45,246	1910	373,857
1844	6,078	1870	70,776	1915	428,062
1846	9,501	1880	115,587	1917	445,008
1848	16,521	1890	204,468	1918*	over 500,000

The racial origin of the population was first revealed in the census taken for 1848, as follows: Americans, 6,969; Germans, 5,708; Irish, 2,487; Dutch, 135; Scandinavians, 97; French, 74; Welsh, 34. The tide of immigration which had set in, however, swelled the arrival of Germans until early in the fifties they outnumbered all other nationalities combined.

Here it might be added that the rivalry between Milwaukee and Chicago became at times acute. Each claimed the larger population, Chicago frequently charging that Milwaukee usually made its count when the town was full of sailors and non-residents. In 1850, however, the dispute was allayed. Milwaukee then had a population of some 20,000 while Chicago was certain of 26,000.

Between the years of 1850 and 1880 immigration reached its maximum, the newcomers being more largely from the German-speaking countries than any other. During this period more than one-half of the population was of German birth and German descent, prompting some people to designate Milwaukee as the German Athens of America.

But the process of Americanization progressed steadily, as is shown by the fact that at one time during the period above mentioned there were five German daily newspapers as against two English, while today the situation is reversed. Milwaukee now supports six English dailies, one German and two Polish dailies. In many other respects, too, the foreign impress of a former day has given away to native customs, habits and conceptions of life.

Industrial Beginnings and Achievements

When a factory town has in a comparatively few years reached a half million population mark and secured a world market for its products, an inquiry as to the causes for its remarkable vitality may prove interesting and instructive.

*As we go to press the New City Directory has progressed far enough so we have ascertained that Milwaukee's population is now safely over 500,000.

Causes? What are the causes for growth, for expansion, for success? Are they to be found solely in a favorable geographic location? In the circumstance of environment? Or possibly in the character of the people? Is it one, the other, or all three?

Assuredly it is all three. Location, environment and character—but mainly due to the character of its men—men with vision, enterprise and industry; men with ideals, with brains and the power of endurance.

Long before the half century milestone had been reached it became evident that the city's best opportunities would lie along manufacturing rather than commercial lines. Her harbor had, indeed, become a great asset, but other harbors were being developed in the cities of the north; her railroad facilities were gradually being strengthened, but Chicago's direct rail connections with the East and her more favorable proximity to the population centers of the middle west gave her commercial advantages not enjoyed by any city west of New York.

The first authentic figures on Milwaukee's commerce appeared in 1836, when that commerce was measured by the exports which for that year amounted to \$26,145. Four years later, in 1840, these exports had swelled to \$286,777.

The first record of the city's productive ability appeared in 1848, when the factories, then run by water power, showed for the first six months of that year the following figures:

Axes and edged tools.....	\$ 30,000
Burke's woolen factory	40,000
Pails	58,000
Sash, doors and blinds.....	40,000
Turning shop	25,000
Machine shop and foundry.....	95,000
Carriage shop	15,000
Tannery and grist mill.....	80,000
Total	\$383,000

This record is not only interesting in that it indicates the industrial activities engaged in at that time, but is also indicative of the industrial potentialities of the community, which then numbered less than 20,000 souls. The workers in metal, even in that early day, took the lead.

The location was one well suited for manufacturing. Being near the supply of raw materials and with an outlet for its products by boat to the other port cities on the Great Lakes, and reasonable accessibility to the rural population of a surrounding country, the advantage was quite apparent.

But the people themselves were industrially inclined. They were skillful in producing useful things—things that entered into the paraphernalia of domestic life. They recognized the needs of a new world population and were ready to supply them.

The combination—namely, favorable location, the access to both the raw materials and the markets of consumption, together with a constituency versed in the mechanic arts—led to the rearing of a great manufacturing center. Out of the individual plan of production came the group plan; with the making of single articles came the system of quantity production.

In 1849, when the total manufactured articles amounted to \$1,714,200, the production of machinery led with \$195,000. At that time brickmaking, too, was an important industry. The clay yielded a yellow brick which prompted the city's nickname of "Cream City." That year the city exported 1,148,807 bushels of wheat and 201,942 barrels of flour.

By the middle of the century water power was gradually abandoned for steam power. Beginning with 1853 the production came in rotation of value as follows: Beer, flour, iron and machinery, leather, boots and shoes, etc., aggregating a total of \$2,101,663.

By 1880 the total annual production had risen to \$33,821,000, with machine shop and foundry work in the lead. The other manufactures in the order of

their importance were clothing, leather, beer, tobacco and cigars, flour, packed meats, furniture, brick, sash, doors and blinds, cooperage, etc., etc.

Without following the various stages of development in the number and variety of industries, the volume of annual production and the creation of monster factories, and coming down to the present time, we may well point out the figures obtained for the past year.

The gain in the volume of production for the year 1917 over 1916 was over \$127,000,000, thus running the total far above the half billion mark. The capital employed exceeds \$350,000,000.

While the manufactured articles are produced in some 3,000 different establishments, it may prove interesting to enumerate at least the first twenty-five industries and the value of their annual output:

	Value of Products
Iron, steel, heavy machinery.....	\$107,802,063
Packed meat	42,220,000
Leather	39,200,000
Beer	28,110,000
Coal and wood products.....	25,000,000
Auto accessories, commercial trucks.....	24,000,000
Electric and phone supplies.....	24,000,000
Boots and shoes.....	21,650,000
Malt	21,000,000
Building	14,000,000
Sausage	10,900,000
Gasoline	10,000,000
Hosiery	10,000,000
Packing boxes	10,000,000
Agricultural implements	9,460,000
Auto assembling	9,000,000
Cigars and tobacco.....	8,300,000
Structural iron and bridges.....	8,260,000
Electric service	8,000,000
Bread and bakery goods.....	7,290,000
Publishing	7,200,000
Millinery and straw goods.....	7,000,000
Milk and butter.....	6,670,000
Soap	6,500,000
Drugs and chemicals	4,800,000

Wherein Milwaukee Excels

Machinery: It has some of the largest machinery construction shops in the world.

Car Works: The third largest locomotive and car works in the United States, the largest owned by a railroad corporation.

Tanneries: Its tanneries are among the greatest in the world.

Shoes: Is one of the leading shoe manufacturing cities in America.

Enameling: It is the largest tinware and enameling producer in the world.

Breweries: It has some of the largest breweries in the world.

Saw Mills: It manufactures 75 per cent of the heavy saw mill machinery made in the United States.

Boat Motors: Makes more outboard, detachable rowboat motors than any other city in the world.

Candies and Chocolates: According to population makes more candy and chocolates than any city in the United States.

Automobile Accessories: Largest general automobile accessory manufacturers in the United States.

Clothing: Stands as the eleventh city in the production of clothing.

Motorcycles: Milwaukee leads the world in the manufacture of highest quality motorcycles, the value of the product last year being \$4,199,303.

Trunks: The largest trunk manufacturing center in the world.

Delicatessen: Fresh rye bread is sent daily to all parts of the United States. This applies also to a large variety of fine prepared meats.

Dairy Capital: Is the metropolis of the greatest dairy producing state in the Union.

Milwaukee's More Recent Production Achievements

The enterprise and ingenuity of the producer, influenced by opportunity and the law of supply and demand, is apt to result in bringing new industries into being and relegating some of the older ones. The manufacturing interests of Milwaukee, while growing steadily in volume and variety of productions, have also from time to time become distinctive for new and valuable articles and devices.

An industrial survey recently undertaken by the Milwaukee Association of Commerce has brought out some new activities in which Milwaukee excels, and which have not hitherto been mentioned. They are as follows:

Milwaukee leads in the manufacture of dyes since the great war. Its largest company, using the waste product of the coke industry, has a plant covering 120 acres with fourteen buildings and \$2,000,000 of capital.

Milwaukee furnishes the electric firing controls for all battleships in the United States Navy and most of the automobile electric controls used in the country.

Milwaukee has the largest and best equipped plant for the manufacture of electric traveling cranes and hoists in the United States.

Milwaukee constructed the largest hoisting plants in use in the world, and is now building one still larger.

Milwaukee plants have turned out the largest gas engines ever made in the United States.

Milwaukee is the largest steel casting center in the United States, and has turned out the largest steel and grey iron castings made in this country.

Milwaukee leads the country in the manufacture of herring-bone gears for power transmission.

Milwaukee leads the United States in the manufacture of automatic lubricating equipment.

Milwaukee leads in the manufacture of air brakes for street cars, and these are in use in all countries having electric railways.

Milwaukee leads the United States in the manufacture of gasoline locomotives for mining and plantation use.

Milwaukee has turned out the largest "Uniflow" engines ever built in the United States.

Milwaukee has produced the largest Diesel engines ever built in the United States.

Milwaukee was the pioneer in temperature regulating devices and leads the world in this line. Milwaukee-made devices control the temperature in the great Peace Palace at the Hague and in palaces, public buildings and conservatories of Europe.

Milwaukee now employs in her factories and mills over 144,000 men and pays an annual wage of \$114,000,000. Last year's production was valued at \$595,520,102. These figures, in their comparative application, tell an eloquent story of the inventive genius, the constructive ability and energy of the Milwaukee people. They note that among them were men of vision, of brains, and of achievement who conjured into being laudable enterprise and useful activities. They insured the economic future of the city, and thus made possible progress in our civic and social life.

It was the mechanic in overalls—the man whose deft hands could fashion something useful—that laid the foundation for the great industries. It was he who transformed the raw materials into the finished product. A skillful and industrious labor constituency gave stability and momentum to these several enterprises, which steadily multiplied a hundred-fold. They received their best impulse, however, in the foresight and pertinacity of their founders. These

men breathed character into their products—honestly made and honorably marketed.

But what do the basic elements of economic vitality mean in their relation to the future? They mean opportunity for a rising generation. They mean more population, more housing, more opportunity—payroll and profit. They mean a larger Milwaukee industrially and commercially, a more beautiful Milwaukee physically, a more progressive Milwaukee in civic, educational and social ideals.

The material advantages insured by location and environment, together with the progressive spirit of its people, finally mean a Milwaukee that will continue to hold a proud place in the list of American centers of population.

Commercial Enterprise and Expansion

The beginning of Milwaukee's commerce must be traced to those nomadic traders who came to bargain for the animal furs that the aborigines possessed and the white man required. The next stage is found in the exchange of commodities between settler and settler, the sale of the artisan's handiwork to the consumer, the advent of the small merchant who supplied pioneers and villagers.

The first published figures on the local commerce note that the imports, namely, the products that came by vessels, had increased from \$588,950 in 1836 to \$1,805,277 in 1840, and the exports during the same period from \$26,145 to \$286,777. These exports consisted in the main of wheat, flour, pork, beef, hides, furs, lead ore and cordwood.

The annual shipments of wheat increased from 3,994,213 bushels in 1858 to 15,060,222 bushels in 1879. The shipments of corn, barley, rye and oats increased in practically the same ratio.

The total grain shipments for 1917, lake and rail, were 40,927,257 bushels. Besides there were shipped 1,367,943 barrels of flour and 167,965 tons of feed.

The trade relations with an outside world were for nearly a half century almost wholly dependent upon water transportation, and were necessarily confined to the port cities on the Great Lakes. With the advent of the railroads to the West and South these relations assumed a wider scope and gave an added impulse to industrial as well as the purely commercial activities of the community.

The city rapidly became a grain and lumber center and a market for various agricultural products destined for the markets of the East and Europe. Modest wholesale houses dealing in hardware and dry goods, groceries and drugs, gradually came into being and extended their dealings to the towns of the interior of the state. The harbor encouraged ships to bring the factory products of the East to our shores and the railroads soon became useful in distributing them.

The jobbers have now expanded their trade territory over a wide area, not only because their merchandise stocks are as complete as those of any other market, and their prices as reasonable, but also because of the conscientious service that has accompanied every sale.

Retail merchants throughout the Northwest who come to the Milwaukee market frequently say: "We like to deal with the Milwaukee wholesale houses because we get what we want and at the same time secure that personal attention which facilitates judicious buying."

That personal attention which has done so much to popularize the Milwaukee market has tended towards a wise selection of goods and has stimulated the retail merchant to more intelligent and profitable merchandising at home. The retailer who comes to a large center frequently looks for ideas and suggestions as much as he looks for goods. He is always certain to receive them here.

The high sense of honor which the local jobber has infused into his business dealings together with the helpful attitude he maintains towards his customers have been important factors in building up large commercial enter-

prises. Quality and service have been the watchword that has established reputation and commanded trade—quality of goods, honest prices and service in selection and method of dealings.

One of the influences which has broadened the trade territory and strengthened the cordial relations which exist between the local wholesaler and the out-of-town retail merchant has been due to the annual trade extension trips inaugurated and successfully conducted by the Association of Commerce.

The fact that the trade operations of Milwaukee have grown to tremendous proportions and are constantly growing is proof positive that the local jobbers are enterprising and energetic men who constitute an important factor in the commerce of the great Northwest.

In estimating the volume of the annual trade activities of the city, it is difficult to separate the purely commercial from the industrial. Many of the jobbing houses manufacture a large part of the products in which they deal. On the other hand, there are manufacturers who complete their line by adding the finished products of other manufacturers.

The leading wholesale houses deal in hardware, dry goods, groceries and drugs, but there are a large number of jobbers who handle wearing apparel, household equipment of all kinds, building materials and a variety of articles.

The largest one item which comes to Milwaukee and is redistributed in the interior of the state and the West is that of fuel. Fully 5,000,000 tons of coal are received at the port of Milwaukee from the eastern coal fields, while large quantities are shipped in by rail from Indiana and Illinois. The total annual jobbing trade may be fixed in excess of \$400,000,000.

The retail interests have assumed colossal proportions. Large department stores equipped with everything that enters into the needs of modern man have risen not only in the downtown center but also in other sections of the city. They not only command the patronage of the local customer and of the adjacent territory, but draw considerable trade from the entire state.

Water and Rail Communication

There was a time in the history of Milwaukee when all its business activities were more or less governed by its water borne commerce. With the introduction of the rail routes the city became less dependent upon water route shipping, but the latter, nevertheless, continued as an important factor in the city's material progress.

This claim is verified in the fact that under normal conditions the annual rail traffic is 15,000,000 tons, while the water traffic reaches the 9,000,000-ton mark, demonstrating that nearly two-fifths of our total commerce is still dependent upon the Great Lakes.

As a great manufacturing center, Milwaukee must depend largely upon its accessibility to the supply of raw materials and fuel, as well as upon adequate facilities for the distribution of its finished products. It is connected by two transcontinental lines with the Empire of the West, and has direct rail connections with the North and the South. Its rail connections with the East are via the Chicago gateway and the trans-lake carferries.

Milwaukee is next to the largest freight contributing point on three great systems of railway—the Chicago, Milwaukee & St. Paul, 10,392 miles; the Chicago & Northwestern, 10,169 miles; the Soo Line, 3,977 miles—and is an important terminal of the Grand Trunk system, 8,541 miles, and the Pere Marquette lines, 2,319 miles. An outer belt line is maintained by the Chicago & Northwestern, and another is contemplated by the "Milwaukee" road.

Convenient interurban connections are maintained with the most important cities and villages within a radius of 100 miles of Milwaukee, extending south, southwest, west and north a total of 278 miles. Commodious terminals are provided.

The combined annual in and out rail tonnage exceeds the 15,000,000 mark.

Milwaukee's Status as a Port

Milwaukee is the leading port on Lake Michigan in regard to number of arrivals and departures, total tonnage and valuation of the latter. Milwaukee's total tonnage in 1913, the year previous to the breaking out of the war, aggregated close to 9,000,000 tons, valued approximately at \$150,000,000. Close to 6,000 vessels arrived and departed during the course of the same year.

Milwaukee is second on the Great Lakes in point of arrivals and departures.

Milwaukee is seventh on the Great Lakes in point of total tonnage, the ports on Lake Erie with a preponderance of iron ore tonnage naturally being in the lead in this respect.

Milwaukee is second on the Great Lakes in point of valuation of the tonnage of the port.

Milwaukee is second on the Great Lakes in point of coal receipts, the port of Superior leading by a small margin. Milwaukee received 5,551,478 tons of coal in 1913.

Milwaukee is third on the Great Lakes in point of aggregate shipments of flour, grain and grain products, being excelled only by Duluth and Superior.

Navigation is open all the year around. Fourteen steamship lines, including two carferries operating across Lake Michigan; three lines of break-bulk steamers; six lines of steamers connecting with the lower lakes, and three lines for shore traffic. The inner harbor is equipped with 29 coal receiving plants, receiving a total of 5,000,000 tons with a capacity of handling 100,000 tons every ten hours, and with 18 terminal warehouses with 525,135 square feet of floor space.

In the matter of fuel the water routes render an indispensable service in that under ordinary conditions the transportation rates are lower than could be expected from the rail carriers.

If it is considered that during the years that Milwaukee built up her industries from the smallest beginnings to most colossal proportions, and that during this time the fuel item was always a factor in competitive production, some intimation of the value of water borne commerce may be secured. If every ton of coal consumed in factory, office or home of the city during the past fifty years represents the saving of a few cents only, the total saving will aggregate millions in dollars.

But the saving has not been confined to fuel transportation alone. All commodities brought in or sent out via the great water routes have experienced either a saving in carrying charges or more expeditious transport.

Then there are immediate and apparent benefits. The water transportation interests distribute locally an annual payroll of a million dollars, while the season's ship supplies purchased here amount to one-quarter of a million dollars.

Milwaukee is determined to realize to the fullest her opportunities as a great commercial and industrial center, and will utilize in future, as she has in the past, her proximity to the lake region. She will conform her harbor facilities to the needs of a growing water borne commerce.

Her splendid water fronts will be accessible to the largest ships that may enter. More than that. She will afford a maximum of convenience for entering the harbor, discharging and loading cargoes and making for the sea again with a minimum expenditure of time and labor.

With the eventual co-ordination of the water and rail routes the Great Lakes will become a greater factor than ever in the transportation service of the nation. And with it the port of Milwaukee, which is now the leading one on Lake Michigan, will see a greatly enlarged water borne commerce.

Milwaukee and World Markets

It was not until the European war broke out that Milwaukee began to figure the extent of her foreign trade. There was some vague information that

some of our products went to distant lands, but we had no conception of the extent of our shipments or their exact destination.

The European war led us to believe that new markets would be opened in Latin-American countries and in the Orient. While this was to some extent true, it also developed that Europe's demands owing to the war increased four-fold and that our domestic needs manifested a decidedly upward tendency. The nation's foreign trade grew to fabulous proportions and required no propaganda or salesmanship in its behalf.

An investigation, however, of Milwaukee's foreign trade under normal pre-war conditions revealed some surprising figures. It was discovered that there were at least 125 manufacturing concerns whose products in part went beyond the borders of the country. This trade aggregated over \$15,000,000 for Milwaukee and something like \$30,000,000 for the entire state.

While it was discovered that foreign trade promotion would prove a waste effort during the war, it was also believed on the part of many manufacturers that it would be well to anticipate conditions after the war. If intensified quantity production had given our factories a maximum momentum, it would logically follow that when peace conditions had arrived an outlet for surplus production would have to be found. In other words, the manufacturer would have to seek foreign markets.

With this thought in mind the Association of Commerce has created a Foreign Trade Division whose work at this time is purely educational and aims to familiarize manufacturers with the essentials connected with opening foreign trade opportunities.

The various products of an exportable nature have been listed, together with the names of the manufacturers. These will go to the consular offices in all parts of the world and to the various export houses in this country and import agencies in foreign countries. It is believed that Milwaukee's export market can be more than doubled within the next ten years. At any rate, no effort in bringing this about will be spared.

Government and Education

Where a community is attended with rapid accessions to its population, with consequent expansion in housing, the problems of government are apt to become complex and serious. While the government of Milwaukee has kept fair pace with the needs of its constituency, it has shared also in the trials and embarrassments that have afflicted American cities during the various stages of their existence. There have been deficient charters and unwise laws, unfaithful public servants and laxities in administrative efficiency, but the local government on the whole has made the same progress that has been achieved in other fields of human endeavor.

Among the earlier undertakings of importance were the consolidation of the three villages, Milwaukee, Kilbourn Town and Walker's Point, change of the harbor entrance from its original to its present location, docking and dredging of the inner harbor, organization of the fire department, construction of numerous bridges and public buildings and utilities. Among the later achievements are a public library, sewerage system, waterworks, health department, garbage disposal plant, a park and boulevard system, a new city hall, civil service bureau, municipal reference library, etc., etc.

To describe the extent to which local government has been amplified the various departments and utilities that are being maintained, would require more space than is contemplated within the scope of this discussion. Suffice it to say that the total assessed valuation of property increased from \$142,926,395 in 1894 to \$539,457,120 in 1917.

The recent budget shows that the cost of government for the year 1918 has reached the sum of \$17,114,880. The larger items in this estimate are: new sewerage system, \$3,085,182; schools, \$2,984,118; street sanitation, \$1,050,161; fire department, \$991,248; police, \$897,425; industrial education, \$464,665; parks, \$419,000, etc., etc.

Among the more important projects under way now is an intercepting sewerage system to cost approximately \$10,000,000. This system will eventually eliminate the diversion of sewage into the rivers and into the lake, and serve to enhance the purity of the drinking water which is drawn out of the lake. Another project consists of the acquirement of certain water front, including Jones Island, at a probable cost of \$5,000,000. This project contemplates the municipal ownership and control of wharves and docks essential in perfecting a comprehensive harbor plan to meet the future demands of a growing lake commerce.

The crop of pioneer children that had accumulated by 1836 suggested the establishment of schools. These were privately maintained and necessarily primitive in character. By 1845 there were four public and nine private schools, accommodating 584 children, leaving upwards of 1,000 children unprovided for. With the adoption of a city charter in 1846 a common school system was established. General Rufus King became Milwaukee's first superintendent of schools.

The progress which has been made since then is best described in a few figures relating to the present school system. The city now maintains 73 schools, including 7 high schools, with a total enrollment of 54,000 pupils, while the parochial schools, 57 in number, register an attendance of approximately 20,000. Besides, there are many secondary schools, private and public, a state normal school, the Milwaukee-Downer College, Concordia College and Marquette University. The latter maintains medical, law and engineering schools. There are also several technical schools, including the School of Engineering, and a number of business colleges.

At the Centennial Exposition held in Philadelphia in 1876 the Milwaukee schools were accorded high honors on the exhibits made of its work. The president of the French Educational Commission, M. Buisson, was so impressed with these exhibits that he came to Milwaukee and spent two days studying its schools. Both at the Chicago World's Fair and at the St. Louis Exposition the Milwaukee schools were awarded the highest honors.

Milwaukee was among the first American cities to establish the Kindergarten system. For the past quarter of a century the standard of the common schools has been the highest. In more recent years, the continuation schools (vocational) have been introduced with marked success. Milwaukee was the first city to establish a well-equipped trade school in connection with the public school system.

The Milwaukee Public Library owns 350,000 volumes; loaned for home use, 1,500,000 volumes; branch libraries in city, 10; in county outside of city, 20.

The Public Museum ranks about fifth in size of its kind in America; it is the largest strictly municipal museum in the country. Its free lecture work is greater than that of any other museum in the United States of its size, having addressed itself to audiences during the past year aggregating 74,432 people.

Scenic Milwaukee and Environs

The city covers an area of twenty-four square miles. It is one of the most healthful cities in the United States. While the business section lies in a valley the elevations which surround it afford most delightful residence sections and excellent drainage. Deep water intakes extending far out into Lake Michigan afford a clear, cold and abundant supply of pure drinking water.

It is essentially a "city of homes" and one of the most orderly and law-abiding in the nation, having a lower percentage of vice and crime than any other large city. The percentage of those owning their own homes and maintaining lawns and gardens exceeds that of any other city of the Union. It has no congested or slum districts. The residence streets are especially beautiful, many being overarched with maple and elm trees.

One of the sights which is a source of surprise and delight to visitors is the Milwaukee bay. It suggests the Bay of Naples and is viewed from Juneau

Park, near the heart of the city. No city on the Great Lakes has succeeded in reserving so beautiful a spot for public convenience and pleasure.

The park system is the admiration of all visitors. Every section of the city has its own park. There are 50 parks and playgrounds in the city, covering an area of 922 acres; adjacent to city, 320 acres. Boulevards, 21,640 feet.

The street car service covers 101 miles, most of it double track, within the one-fare limit. By a transfer system it is possible to ride twelve or more miles for a single fare, and one line carries many passengers nine miles without change of cars and for a single fare.

Milwaukee is provided with many good hotels, several of which have a national reputation for excellence. Hotels now building and contemplated will give the city exceptional facilities for housing the ever-increasing numbers of visitors that are attracted by the numerous conventions that are held in Milwaukee.

The Auditorium is the finest and most modern equipped convention hall in the world. Main hall seats 10,000. Six smaller halls seating from 500 to 1,500 each. Can accommodate several conventions at the same time. Specially well adapted for conventions accompanied by industrial exhibits. Building centrally located.

Within fifty minutes' ride the famous Waukesha Springs can be reached; within two hours' ride hundreds of Wisconsin's most beautiful lakes and summer resorts. Trains and interurban cars at all hours.

Local Pride and Promotion

The people of Milwaukee have never resorted to the bluster and hurrah of the boom spirit. And yet there was always a wholesome optimism that asserted itself in rational innovation and a local pride that sought the reasonably attainable in achievement.

In 1842 an editorial addressed itself to its readers as follows: "You feel justly proud of your town; its superior natural advantages compare with any other point on the lake; its central position and its rapid improvements have been the theme of eulogy all over the country. Are you contented to sleep upon the high reputation thus obtained and suffer other points to draw away the whole trade and business of the interior? * * * And all for the want of roads?"

Again in 1844 an editor says: "We are proud of our city. It is but nine years since the spot where now stands the city of Milwaukee was the scene of the red man's hunting ground. The spot now occupied by the pier, and where thousands are now landing upon our shores daily—nay, hourly—was an abrupt, isolated bluff upon which the wild waves of old Lake Michigan spent their force in vain. Where now stands our office the lone Indian, spear in hand, sought his finny prey. Now, however, a city, fine in proportions, in the vigor of youth, rich in resources, boundless in extent, with a numerous population, and possessing the germ of a great commercial emporium, rears its proud pinnales heavenward, and is progressing with rapid strides to opulence and greatness."

The ambition to promote the commerce of the city along definite lines found organized expression in the formulation of the Merchants' Association in the spring of 1861. For some years it rambled along with an uncertain tenure of life, given to feeble and spasmodic efforts, but gradually grew into a more useful instrument.

There came, too, with the passing of time a better understanding of the scope and function of a commercial body as well as recognition of its value. With the continued expansion in the number and variety of industrial and commercial enterprise, with the newer problems incident to growing urban centers, and the intricacies and complexities of modern business life, the necessity for this form of collective service was definitely asserted.

The outgrowth of these newer conditions, together with the later conceptions of organized effort and the possibilities for collective service, was a business men's organization. It ultimately led to the present Milwaukee Associa-

tion of Commerce, an institution which has become a dominant factor in the economic and civic life of the community.

It maintains a Traffic, a Convention and a Credit bureau. Its services to the community are but meagerly suggested when it is stated that the Association responds in the course of the year to over 80,000 telephone calls involving helpful information on an endless variety of subjects.

The material advantages insured by location and environment, together with the progressive spirit of its people, finally mean a Milwaukee that will continue to hold a proud place in the list of American cities.

Her people will remain alert to every material opportunity, avail themselves of the gifts of nature, build their city stronger and better and more beautiful in order that Milwaukee may become even more worthy as an American city and as an integral part of the greatest republic on earth.

Response to the National Spirit

The citizens of Milwaukee have always responded loyally to the national impulse and fully met the duties and responsibilities of American citizenship.

In the War of the Rebellion the foreign born entered the conflict with the same ardor that characterized the native. Again, in the Spanish American War the Milwaukeeans were well represented and performed their duty nobly and well.

When the United States entered the great European war her citizenship responded in man, machine and money power to the call. The manner and extent of her support may be noted from the following:

	Allotment	Subscribed	Over-subscribed
First Liberty Loan.....	\$14,000,000	\$17,000,000	\$ 3,000,000
Second Liberty Loan.....	25,000,000	33,000,000	8,000,000
Red Cross War Fund.....	500,000	780,000	280,000
Y. M. C. A. and Y. W. C. A. War Funds	165,000	187,000	22,000
Red Cross Memberships.....	100,000	162,000	62,000
K. of C. War Fund.....	100,000	133,000	33,000
Third Liberty Loan.....	14,800,000	22,730,000	7,930,000
War Savings Stamps.....	10,000,000	10,169,000	169,000
	<hr/> \$64,665,000	<hr/> \$84,161,000	<hr/> \$19,496,000

Milwaukee was the first large city in America to report a complete military registration on June 5. More than 13,000 Milwaukee boys are enlisted in the military service.

Milwaukee built a gun factory in sixty days, backed by the best brains and finance, which factory now is six months ahead of its schedule.

Milwaukee had no strike or industrial disturbance to check war production; claims the honor of having the first 100 per cent registration in the Junior Red Cross of any large city; secured 96,000 pledges to conserve food from approximately 98,000 families; increased the sheep and wool production of its state by investing \$2,500,000 of its capital. It is producing fabricated steel ships, millions of shells, grenades and other munitions and hundreds of thousands of shoes—all for the Army and Navy.

The representative of the United States Navy assigned to Milwaukee says: "Milwaukee has beaten the record of practically every station in the middle west. Labor has been particularly loyal."

Her citizens are deeply concerned in all that will make for Milwaukee's economic, civic and social future. They manifest the same inventive genius the same constructive ability, the same enterprise, energy and industry, and the same loyalty that is manifested by the nation at large.

They have met every call of citizenship with a maximum response—readily, willingly, cheerfully. Milwaukee is progressive in spirit, generous in heart, loyal to the cause of the hour. Milwaukee is an American city.

THE JUNEAU CENTENNIAL CELEBRATION

Imposing Exercises to be Held at the Foot of the Juneau Monument, Located at the Lake Front

The hundredth anniversary of the arrival of Solomon Juneau, Milwaukee's first permanent white settler, will be duly celebrated on September 14, 1918.

Owing to the fact that this souvenir volume will be issued before the date named, any mention made here of the celebration will have to be dealt with in a prospective sense.

Under normal conditions the event would warrant a popular community demonstration of most elaborate scope and proportion. Owing to the war, however, the celebration must be kept within moderate lines.

The Citizens' Committee having charge has, therefore, decided that the celebration shall take place on Saturday afternoon, September 14th, at the base of the Solomon Juneau monument, located at Juneau Park on the lake front. The program provides for suitable addresses as follows:

"Solomon Juneau, His Life and Labors" - - - - Gen. Fred C. Winkler
"Solomon Juneau's Farewell Address to the Common Council in 1848" -
- - - Read by Cornelius Coreoran, President of Common Council, 1918
"Milwaukee's Civic Progress" - - - - Mayor Daniel W. Hoan
"A Century's Achievement in Commerce" - - - - William George Bruce

Miss Isabelle Fox of Kaukauna, Wis., the author of the most exhaustive and authoritative book on the life of Solomon Juneau, will place a wreath upon the statue situated upon the lake front, Juneau Park. Miss Fox is also a descendant of the illustrious pioneer.

The addresses will be preceded and followed by musical selections, including patriotic singing. The guests of honor will be the descendants of Solomon Juneau, the Pioneers' Club, the Old Settlers' Club, City and County officials, etc. Mr. Henry R. King, who represents the Juneau descendants, will preside.

The state fair authorities have agreed to designate Thursday of the fair week as "Solomon Juneau Day." On Friday, September 13th, the schools of the city will devote an hour to the study of Milwaukee's century of progress and the contribution made to that progress by its founder, Solomon Juneau.

At noon the descendants will be the dinner guests of the committee at the Republican House, Mr. King presiding as the host. On this occasion Mrs. Jean Pierre Husting, nee Marie Juneau, the only living child of Solomon Juneau, will be presented with an engrossed "Appreciation to a Descendant." She is the mother of the late Senator Paul O. Husting, is over eighty years of age, and resides at Mayville, Wis.

On the morning of September 14th, 1918, the descendants of Solomon Juneau will assemble at his grave in Calvary Cemetery. Rev. Father McBride of Saint John's Cathedral will deliver a brief address and prayer. The site upon which the cathedral now stands was donated by Juneau. Jane Elizabeth Ott, aged four years, a great, great grandchild of Solomon Juneau, will place a wreath upon his grave.

The Citizens' Solomon Juneau Committee consists of Henry R. King, Chairman; William George Bruce, Alvin P. Klettsch, Joseph C. Grieb, John G. Gregory, Otto J. Schoenleber, John H. Manshot and Herman Bleyer, Secretary.

Chronology of Milwaukee

Milwaukee—name of Pottawattomie Indian origin—first spelled Mil-wah-kie, derived from Man-na-wah-kie—meaning “good land.”

Wisconsin—Origin of word: The rapids of the Wisconsin River were called by the French boatmen, “*Ou est ce qu’on descend*,” pronounced “Ous-con-do-san,” Ousconsin, English Wis-con-san, and now Wisconsin. The exact meaning of the word has not been established.

1639—Nicollet explored the country as far as the Wisconsin River.

1699—November 10—First mention of Milwaukee by John Buison de St. Cosme; records the fact that he stopped at Melwarick two days to weather a storm on the lake.

1787—July 13—Ordinance of Congress for government of Northwest Territory.

1793—August 9—Birth of Solomon Juneau at L’Assumption, near Montreal, Canada.

1795—Arrival at Milwaukee of Jacques Vieau of Quebec, agent of the American Fur Company.

1800—July 4—Indian Territory organized, including Wisconsin.

1809—Illinois Territory organized, including Wisconsin.

1818—April 18—State of Illinois organized; Wisconsin attached to Michigan.

1818—September 14—Arrival of Solomon Juneau, who subsequently founded Milwaukee by platting his claim on the East Side.

1823—January—Wisconsin made a separate judicial district by Congress.

1823—First landing of goods by schooner; the vessel was the Chicago Packet, a craft of thirty tons burden, chartered by Solomon Juneau.

1826—First steamboat on Lake Michigan.

1831—Solomon Juneau became a citizen of the United States.

1834—First Wisconsin population by census taken, 4,795.

1834—First frame building; built for Solomon Juneau on the premises now known as lot 1, block 3, Third Ward; it served in turn as a school house, justice office, recorder’s office, jail and barber shop.

1834—March 20—Arrival of Col. George H. Walker, who subsequently claimed, purchased and platted the South Side; his location was mapped and known as Walker’s Point.

1834—November—Arrival of Byron Kilbourn, founder of Kilbourntown, now West Side.

1835—First Anglo-Saxon family settled at Milwaukee.

1835—May—First Protestant meeting (Methodist) for divine worship.

1835—July—First meeting of Presbyterians for divine worship.

1835—East Side platted and named Milwaukee by Messrs. Juneau and Martin; Kilbourn then platted the West Side.

1835—Post office established and Solomon Juneau commissioned as postmaster.

1835—October—First white child born, Milwaukee Smith, daughter of Uriel B. Smith.

1835—First hotel, the Milwaukee House, commenced by Juneau and Martin and completed in the year 1837; it occupied the quarter block forming the northeast corner of Broadway and Wisconsin Street.

1836—July 14—Publication of the first newspaper, the Milwaukee Advertiser.

1836—October 25—First legislature of Wisconsin convened at Belmont, Wisconsin.

1836—December 3—Seat of government established at Madison.

1836—First school opened in Milwaukee at 371 Third Street.

1836—First vessel built at this port, the Solomon Juneau, a schooner of ninety tons burden; built for Solomon Juneau.

1836—First court house built; land donated by Juneau and Martin; building served the early settlers as a meeting house, temple of justice, town hall and exhibition hall. It was razed in 1871 to make place for the present structure.

1837—January 26—Michigan admitted as a state; Wisconsin left as a territory.

1837—Organization of the village of Milwaukee; Solomon Juneau elected president. About the same time the village of Kilbourn town was organized; Hon. Byron Kilbourn elected president.

1837—August—First celebration of mass, Father Fleurimont J. Bonduel officiating; service at the house of Solomon Juneau.

1837—First steamer built, the Badger, a boat of fifty tons burden; ordered at the expense of Byron Kilbourn to carry passengers to and from steamers in the bay.

1838—First government lighthouse; built on the bluff at the head of Wisconsin Street on land donated by Solomon Juneau.

1838—December 25—First child of German parentage, Louis Bleyer.

1839—Summer—First church built; St. Peter's, on Martin Street, west of Jackson. Rev. Patricius O'Kelley was the priest then in charge of the congregation.

1839—Summer—Arrival of the first colony of German immigrants; the party of 800 men, women and children camped on the lake shore near the foot of Huron Street; most of them settled in Milwaukee and Washington counties.

1839—Kilbourn town added to Milwaukee by an act of legislature, and the divisions of the town designated as the East and West wards.

1840—Spring—First brewery; built at the foot of Huron Street by Owens, Pawlet & Davis, natives of Wales, England.

1840—First bridge across the river, joining the East and West Sides. The structure spanned the stream between Chestnut and Division streets, and was known as "the red bridge." Before this, communication between the East and West Sides was kept up by means of ferries.

1841—October—Last annual dance of the Menomonee Indians. The fete took place on the bluff on Jackson Street above Michigan.

1843—Solomon Juneau relinquished the postmastership.

1843—First flouring mill; run by water power.

1844—September 7—First German weekly newspaper published by Moritz Schoeffler. First daily edition, January 12, 1850.

1844—December 9—First daily newspaper, the Milwaukee Sentinel, published by D. M. Keeler.

1845—April 8—Henry Dodge appointed Wisconsin territorial governor by President James K. Polk.

1846—January 5—City charter adopted by a majority of 311. Whole number of votes polled, 975.

1846—April—A vote of the people in favor of a state government.

1846—April 7—First municipal election. Solomon Juneau elected Mayor by a vote of 749 to 404 for John H. Tweedy. Total vote, 1,153.

1846—August 6—Act of Congress authorizing a state government.

1846—December 16—A state constitution adopted in convention.

1848—March 13—The state constitution adopted by a vote of the people and Wisconsin became one of the states of the American Union, being the seventeenth admitted.

1848—First City Directory published.

1848—First elevator built by Alanson Sweet. Capacity, 50,000 bushels.

1848—November 29—First theater built; first plays, "The Honeymoon" and "Eaton Boy."

1848—January 15, 5:10 P. M.—First telegraphic communication with Chicago and the East.

1849—Spring—First railway company, the Milwaukee and Mississippi.

1852—December—City lighted by the Milwaukee Gaslight Company.

1855—First railway communication with Chicago and the East.

1856—July 21—First through shipment of wheat to Liverpool by schooner Dean Richmond. Cargo, 14,000 bushels.

1856—First propeller built. The boat was named the Alleghany.

1856—November 14—Death of Solomon Juneau while on a visit to the northern part of the state. Age, 64.

1857—First railway communication with the Mississippi. Completion of the Milwaukee and Mississippi Railway to Prairie du Chien.

1858—November 22—Chamber of Commerce inaugurated. Chamber occupied first floor of No. 1 Spring Street (now Grand Avenue).

1861—March 1—The Milwaukee Association of Commerce founded with John Nazro as its first president. It was first organized under the name of Merchants' Association. On May 18, 1894, it was consolidated with the Manufacturers' Club and adopted the name Merchants and Manufacturers' Association. In the year 1918 the name was changed to the Association of Commerce.

1861—November—Introduction of the first steam fire engine, named the "Milwaukee."

1866—September 20—Death of Col. George H. Walker, one of the leading pioneers of Milwaukee. Served as Mayor in 1851 and in 1853.

1869—January—Fire alarm telegraph set in operation under Chief McLaughlin.

1870—December 16—Death of Byron Kilbourn at Jacksonville, Florida, aged 69.

Note:—In subsequent issues of the City Directory it is proposed to bring this Chronology down to date, and annually thereafter add to it the most important events of the preceding year.

Representative Milwaukee Concerns which have had a distinct part in "Milwaukee's Century of Progress."

(Note—You will find the following list vividly indicative of the many and diversified interests of Milwaukee. The concerns mentioned are all prominent advertisers in the City Directory, and while an occasional leading concern may not be mentioned, the list as a whole will give you a very good conception of the strong foundation upon which the prosperity and growth of Milwaukee are founded. In many instances it has been necessary to refer to our file of old City Directories to verify dates and firm names.—The Publishers.)

CUDAHY BROTHERS COMPANY

Founded 1844. The history of this Packing Company involves several changes of name. It was founded by John Plankinton, and in 1864 the name changed to Plankinton and Armour; in 1884 it became John Plankinton & Co.; in 1888 Cudahy Brothers; and in 1893 Cudahy Brothers Co. Today they are doing an annual business of about \$35,000,000, a very considerable proportion of which is foreign. Perhaps the fact that they are packing 950,000 hogs this year may convey a better appreciation of this Company's business, which pays over a million dollars a year in wages locally. They employ about 1,300 people and their plant covers 16 acres. Capital stock, \$1,600,000. Officers: Patrick Cudahy, President; Michael F. Cudahy, Vice-President and Treasurer; J. W. Boyden, Secretary; C. J. Cudahy, Asst. Treasurer; M. J. Connell, Asst. Secretary.

JOYS BROTHERS CO.

Founded 1844. From a small beginning, this firm of ship chandlers, awning, tent and flag manufacturers has grown until their products are known and distributed all over the country. They now occupy 23,000 square feet. Their first name was G. D. Norris & Co., in 1888 it became Joys, Norris & Co., and since 1891 has been Joys Brothers Co. Officers: A. M. Joys, President; John Joys, Vice-President; John Lunz, Secretary and Treasurer.

PFISTER & VOGEL LEATHER CO.

Founded 1847. When Guldo Pfister and Frederick Vogel, Sr., commenced manufacturing leather in a modest way in a small plant on the south side of the Menomonee River, their tannery had an output of about 50 hides a day. On the site of their original plant now stands the great Menomonee tannery, which is but one of several plants. Each plant specializes in certain leathers, the Menomonee tannery tanning calf, veals and kip leather. In the Pevée Tannery across

the river Pevée Kid and Glove Horse leathers are made. The Pleasant Street Tannery on the Milwaukee River manufactures harness and other vegetable tanned leathers. The Patent Leather plant at South Milwaukee is used for finishing P. & V. Patent Sides and Horse. The Cheboygan Tannery is in Northern Michigan, and tans hemlock sole leather. The large variety of leathers tanned makes it possible to put each hide received into the kind of leather for which it is best fitted. Hides are purchased all over the world, and the finished product is in turn sold in every country where there is a market. 10 Selling Offices are maintained in this country, 4 in England and 1 in Italy, which together with agents and representatives in many lands make "P. & V." Leathers known wherever shoes are made.

Leather has always been an important factor in equipping an army, and when war against Germany was declared, three thousand employees of Pfister and Vogel became American soldiers in every respect, except that they do not wear the uniform. Shoes, harness, saddlery, gloves, mittens, etc., are being turned out, in addition to supplying the regular civilian trade. The plants of this firm rank among the foremost in the United States in safety, sanitation and efficiency. Visitors come from all parts of the country to obtain first-hand knowledge of the extensive work done along accident prevention line. The Company employs its own physician, and maintains its own hospitals and nurses. Care is constantly exercised to see that employees' work is that for which they are physically and otherwise adapted.

The daily output is now 14,000 calf and kip skins, 7,500 sides of Upper and Harness leather, 1,500 sides of sole leather, 5,000 goat skins for glazed kid, and 1,500 horse hides for gloves. Officers: Fred Vogel, Jr., President; Charles F. Pfister, Vice-President; Augustus H. Vogel, 2nd Vice-President; August E. Helmholz, Treasurer; Carl Maier, Secretary; Fred A. Vogel, General Manager.

MILLER BREWING CO.

Founded 1848. At this time when Milwaukee's Brewing interests have suffered a seeming death blow, it is a pleasure and a privilege for the publishers of this pamphlet to testify to the high regard in which this long established Milwaukee concern is held by its many friends. They have been staunch advertisers in the Milwaukee City Directory which started business the same year they did and the directory publishers are not forgetful of their old-time supporters, without whose patronage Milwaukee might have been minus a City Directory in some of the lean years gone by. Officers: Emil P. Miller, President and Treasurer; Clara A. Miller, Secretary.

McKANE-LINS CO.

Founded 1848. This firm is the successor to Romadka Brothers, well-known in Milwaukee for many years. They manufacture "Kamlee" trunks and other leather goods; operating stores both on Wisconsin Street and Grand Avenue. Their products are sold not only locally, but throughout many states in the country. Officers: Christian J. Lins, President; Jos. P. McKane, Secretary and Treasurer.

C. W. FISCHER FURNITURE CO.

Founded 1849. A completely furnished 10-room display bungalow, embodying the newest ideas in home furnishings is a feature of this firm's organization today. This bungalow alone occupies several times the floor space covered by the original Charles W. Fischer store, later known as Charles W. Fischer & Sons, and more recently as the C. W. Fischer Furniture Co. It now requires a nine-story building and a four-story warehouse, a total of 95,000 square feet of floor space, to care for this company's complete stock of furniture, rugs and draperies. The present officers are Frank C. Klode, President; Wm. J. Paetow, Vice-President; Rudolph Kuenzli, Jr., Secretary; Joseph J. Kozourek, Treasurer.

WISCONSIN ICE & COAL CO.

Founded 1849. For nearly seventy years, three generations of Kopmeiers have been supplying ice to the local market. John T. Kopmeier started the business in the spring of 1849 and ice has been delivered continuously every day since under the supervision of his sons and grandsons. One small ice house has grown to ten large ones. They also distribute "common sense ice boxes" and have recently added coal; when the name was changed from Wisconsin Lakes Ice and Cartage to the present style. Officers: John H. Kopmeier, President; Norman J. Kopmeier, Vice-President; Waldemar S. J. Kopmeier, Secretary; Jno T. Zilisch, Asst. Secretary; Gerhard J. Kopmeier, Treasurer; John F. Zilisch is Business Manager.

FIRST NATIONAL BANK

Founded 1850. The First National Bank of Milwaukee is an outgrowth of the Farmers and Millers' Bank. Their magnificent bank and office building is one of the sights of Milwaukee. Their last statement showed deposits of over \$36,000,000 and total resources of \$45,633,808.32. The combined capital, surplus and undivided profits of the First National Bank and the First Trust Company, affiliated with it, are \$5,081,668.39. It requires about 170 employees to handle the details of this bank's business, which includes many small accounts as well as those of leading concerns. Officers: Fred Vogel, Jr., President; Fred T. Goll, Vice-President; E. J. Hughes, Vice-President; Henry Kloes, Vice-President; A. W. Bogk, Cashier; Oscar Kasten, Assistant Cashier; A. G. Casper, Assistant Cashier; Geo. C. Dreher, Assistant Cashier; Geo. E. Fleischmann, Assistant Cashier; W. C. Haas, Manager Foreign and Savings Department; John C. Partridge, Manager Bond Department.

JOHN PRITZLAFF HARDWARE CO.

Founded 1850. If this sketch were the biography of John Pritzlaff, a very interesting chapter would deal with the landing of a young man at the New York Immigration station in 1839, without a cent in his pocket and ten dollars in debt, and with the work and adventures which were his fortune until he became a porter in Clark Shepardson's hardware store in 1843. In the first City Directory of Milwaukee, issued in 1848, we find John Pritzlaff listed as a porter at Nazro & King's, who had succeeded his former employer. In the following year, while working from five in the morning till ten at night, for which he received the magnificent salary of \$35 a month, he decided to start in business for himself. His employer persuaded him to defer leaving him for a year, at which time he would furnish the capital to set young Pritzlaff up in business.

In due course the sign of John Pritzlaff & Co. appeared, the firm consisting of John Pritzlaff and A. F. Suelflohn, who furnished the time and ability to work, and Henry J. Nazro & Co., who furnished the capital. In 1853, Mr. Suelflohn retired from the firm and in 1866 Nazro & Co. withdrew. The name then became John Pritzlaff, and in 1880 it became the John Pritzlaff Hardware Co. Thus was laid the foundation of a Company which to-day employs 450 people, and whose warehouses cover more than 15 acres. Hardware, iron, steel, metals, automobile accessories and sporting goods are the principal lines carried. Officers: Fred C. Pritzlaff, President; Fred F. Luedke, Vice-President; Franz Wollaeger, Treasurer; Edwin Wollaeger, Secretary.

GEORGE H. RUSSELL CO.

Founded 1850. Perhaps the strength of this Agency and its part in "Milwaukee's Century of Progress" are best indicated by the fact that their companies have paid Milwaukee policyholders' losses totalling over \$3,850,000.00. In 1917 they collected premiums amounting to more than \$704,000.00. The late C. J. Cary started the business with a desk as his office; on his death in 1892 the business was consolidated with the Geo. H. Russell Agency and in 1913 the present corporation was formed. Their present organization of twenty-two people is well equipped to handle all kinds of insurance, which they make a specialty of placing in "Millionaire Companies Only." Capital stock, \$100,000.00. Officers: Geo. H. Russell, President; Wm. Ross Wilson, Vice-President and Treasurer; H. E. Lasche, Vice-President; H. F. Washburne, Vice-President; F. J. Lewis, Secretary; C. J. Schwarten, Assistant Secretary.

MILWAUKEE HEROLD

Founded 1851. In 1892 George Brumder founded the Germania as an evening newspaper, and in 1905 he consolidated with the Germania the Milwaukee Herold, a morning paper which had been established since 1851. Sometime before the Herold had absorbed the Seebote, and the Germania likewise had purchased the Abend-Post, so that in the Herold of today we really have one strong morning, evening and Sunday newspaper, the modern successor to a number of smaller papers which served their day. The Herold ranks as the 3rd daily newspaper printed in Milwaukee. In May of this year, the name was changed to the present style, and the Milwaukee Herold, which is printed in the German language, is carrying on a strong, patriotic campaign educating many of its readers who do not understand English to a true conception of American policies and ideals in the present war. Officers: H. O. Brumder, President and Business Manager; George F. Brumder, Treasurer; H. P. Brumder, Secretary; Gustave Haas, Managing Editor.

MILWAUKEE GAS LIGHT COMPANY

Founded 1852. We are often prone to forget the part that our public utilities have in the upbuilding of communities, and few concerns anywhere have done more to help their cities grow than the Milwaukee Gas Light Company. From a small beginning, they have kept pace with and anticipated the growth of Milwaukee, until they are now annually supplying 4,500,000,000 feet of gas to Milwaukee and suburbs, including the Gas Companies of West Allis and Wauwatosa. Their products also include coke, tar and ammonia. Over 600 miles of gas mains are utilized in distributing their principal product. The local of-

ficers are: Sheldon J Glass, Vice-President; R. B. Brown, General Manager, and Edward Haase, Secretary and Treasurer.

NATIONAL EXCHANGE BANK OF MILWAUKEE

Founded 1854. Civil War veterans recall the Bank of Milwaukee, which in 1865 changed its name to the National Exchange Bank of Milwaukee. For many years this bank has been rendering a conservative yet progressive banking service to a large number of depositors, evidenced by their present resources of about \$12,000,000. They have a capital of \$500,000 and surplus and undivided profits over \$600,000. Officers: J. W. P. Lombard, President; Grant Fitch, Vice-President; Wm. M. Post, Cashier; G. W. Augustyn, Asst. Cashier.

GETHER ELECTROTYPE COMPANY

Founded 1855. Few of those who have followed the fortunes of the printing and allied trades locally for many years can recall when the first electrotyping equipment was brought here from Buffalo, but in the succession of firms representing the development of the above concern, some familiar names will be found. L. B. Benton and William E. Cramer, the latter of the Evening Wisconsin, succeeded one Noonan who started the business. Cramer shortly sold his interest and the firm became Benton & Gove; Benton and Waldo succeeded Benton and Gove; later the business which then included both printers' supplies and electrotyping was sold to the American Type Founders Co., who in turn sold it in 1897 to Gether and Drebert Co. In 1906, H. J. Hinkamp bought an interest in the business and in 1911 the printers' supply department was again sold to the American Type Founders Co., H. J. Hinkamp and Paul C. Poenish acquiring the electrotype shop and have continued it under the present name since that time.

MARQUETTE UNIVERSITY

Founded 1855. When the Jesuits came to Milwaukee they laid the foundation for what has since become a great University and which is destined for even greater growth during the next few years. They opened St. Aloysius Academy in 1857. In 1864 the school was incorporated as Marquette College. In 1906 under a new charter, it became a University, and in the years that have followed has developed in a non-sectarian way until it is now an institution of and for all people. In a recent campaign for funds to take care of its growing and war time needs, Marquette has had the unstinted endorsement of Milwaukeeans of all creeds in such a way that its future has become a rosy part of the city's forward outlook.

As at present organized the University

consists of the following departments: College of Arts and Science, Applied Science and Engineering, School of Dentistry, R. A. Johnston College of Economics, School of Journalism, School of Law, School of Medicine, Conservatory of Music, School of Pharmacy, Training School for Nurses, Marquette Academy, University High School. It is in addition an accredited school of the United States Army and all work is being reorganized as a part of our great American War Machine.

The Board of Regents is a bond of union between the University and the citizens of Milwaukee. Marquette is designed to be the University of the city of Milwaukee and as such to form an important factor in the civic life and development of the city, and the public spirited members of the Board of Regents are working constantly with the interests of both the University and the city in view. The Executive Officers are: Rev. Herbert C. Noonan, S. J., President; Rev. James D. Foley, S. J., Secretary; Rev. Eugene Rudge, S. J., Treasurer.

OTTO PIETSCH DYE WORKS

Founded 1855. From a small beginning this firm has become the largest dye works and dry cleaners in Wisconsin. The cleaning of theatrical costumes is a specialty. The present officers are: Edgar A. Ulbricht, President and Treasurer; Frank A. Moratz, Vice-President.

SECOND WARD SAVINGS BANK

Founded 1855. "The Bank of Personal Service in Milwaukee" is still doing business at its original location, and any who are familiar with their present beautiful bank building will readily agree that they give every evidence of continuing right there for many years to come. Total assets of about \$23,500,000 testify that they are continually making good on their slogan. Officers: J. E. Uihlein, President; Chas. C. Schmidt, Henry Bielfeld, Albert C. Elser and J. U. Lademan, Vice-Presidents; G. L. Weigle, Cashier; W. G. Whyte, Asst. Cashier.

NORTHWESTERN MUTUAL LIFE INSURANCE CO.

Founded 1857. No one who has ever seen the present home of the Northwestern Mutual will ever forget it, and most people who come to Milwaukee see it either coming or going. It is a magnificent structure, and embodies all the experience and modern ideas in Insurance Home Office Building which the Company has acquired in building two preceding Home buildings locally. Both of the "Old Insurance Buildings are still used and rank among the important office buildings of the city.

To-day it seems almost impossible to think of the Northwestern Mutual having but two employees, but such was the

case when it started in business in a small upstairs room in Janesville. Then it was chartered as the Mutual Life Insurance Company of the State of Wisconsin, but the name was changed to the present style in 1865. The beginning of this year the total assets were \$393,533,923.60. It has more money invested in farm loans than any other business institution in the country, and for many years last past the farmers, as a class, were its largest insurers. The annual meeting of the selling force, who come from all parts of the country, is one of the most noteworthy conventions held locally. The Northwestern Mutual is essentially a company "of and for the common people." Officers: George C. Markham, President; W. D. Van Dyke, Vice-President; P. R. Sanborn, Second Vice-President; A. S. Hathaway, Secretary; J. W. Fisher, M.D., Medical Director; Percy H. Evans, Actuary; George E. Copeland, Superintendent of Agencies, and John Barnes, General Counsel.

ALLIS-CHALMERS MFG. CO.

Founded 1860. The Edward P. Allis Co. at that time occupied nearly half an acre of space and employed about seventy-five people. Contrast this with the present-day Allis-Chalmers plants covering about 135 acres and employing 8,000 people. In 1901 the name was changed from Edward P. Allis Co. to Allis-Chalmers Co. and in 1913 to Allis-Chalmers Mfg. Co. It requires a capital of \$42,500,000 now to handle the \$30,000,000 annual sales of this gigantic Milwaukee industry, consisting of electrical-steam, turbine-steam, gas and oil engines, hydraulic turbines, pumping engines, mining, crushing, cement machinery, flour, saw-mill machinery, and farm tractors. The world is their market. Plants include the Reliance and West Allis Works locally and a Cincinnati plant covering 18½ acres. Officers: Otto H. Falk, President; Max W. Babb, Vice-President and General Attorney; H. Woodland, Secretary and Treasurer; W. A. Thompson, Comptroller.

WM. FRANKFURTH HARDWARE CO.

Founded 1861. The names Frankfurth and Hardware have been synonymous in the minds of many people throughout Wisconsin and contiguous states for many years. The growth of this firm has been steady and continuous, and the floor space of 2,400 square feet originally occupied could be placed many times in their present quarters covering 154,000 square feet. In 1885 the name was changed to Wm. Frankfurth & Co., Incorporated, and later to the present style. The officers are: Lorenz Frankfurth, President; Erwin Foerster, 1st Vice-President; Frank S. Rost, 2nd Vice-President; Rudolph Clauder, Secretary and Treasurer.

BURDICK-ALLEN-DIETAS CO.

Founded 1862. In the present offices a photograph of 9 men and 2 boys who constituted the force of Burdick, Armitage & Allen, printers, then located at 416 Broadway, where the new Telephone Building stands, occupies a prominent position. In the background, posters announcing that Barnum & Bailey's Greatest Show on Earth would appear in Milwaukee on August 31, 1890, call attention to the fact that the annual visit of the circus then as now was an important event.

Nelson C. Hawks started in the printing business at the northwest corner of West Water and Spring St. (now Grand avenue). In a few years the firm was Hawks & Burdick; in 1875 it became Burdick & Armitage; in 1888 the name was changed to Burdick, Armitage & Allen; in 1893 Mr. Armitage retired, and the firm of Burdick & Allen continued until 1916, when the present company was formed, through a consolidation with the E. A. Holmes Co. They are publishers and printers, making a specialty of linotype composition for the trade. The extent of the present plant and equipment is indicated by the fact that they linotype the 2,000-page City Directory in five weeks, without interfering with other work. Officers: William S. Allen, President and Treasurer; Chas. F. Dietas, Vice-President.

SHADBOLT & BOYD IRON CO.

Founded 1863. There have been many changes in the products handled by this firm since it started with ten employees over half a century ago, but early business friendships have been carefully and painstakingly developed until the products of heavy hardware, blacksmiths' and automobile supplies, wagon and carriage woodwork distributed by this firm, always at wholesale, have made a market all over the northwestern states and Canada. In 1888 the name was changed from the original Shadbolt & Boyd Co. by the addition of the word "Iron." 241,000 feet of floor space are required today to house their immense stocks. The officers are: Sarah M. Boyd, President; F. R. Ellis, Vice-President; Price M. Davis, Second Vice-President; John S. Blakney, Secretary; Irwin R. Shadbolt, Treasurer.

SPENCERIAN BUSINESS COLLEGE

Established 1863. The late Robert C. Spencer was the founder of this institution, and for over 50 years was its active head. It has trained over twenty thousand young men and women for successful business careers, and has made a distinct impression on the educational and commercial life of the city and state. It continues under the auspices of Mr. Spencer's family, and thrives as the leading commercial and shorthand school of Wisconsin and the

Northwest. Among such schools, it stands distinctly in a position by itself. Edward W. Spencer is President and Supervising Director.

FEHRER & MEYER CO.

Founded 1864. When Louis Auer, Sr., started his little business in the old Second Ward Savings Bank building he laid the foundation for an organization that has contributed materially to Milwaukee's progress. In 1878 Louis Auer, Jr., entered the firm. In 1912 the business moved to the second floor of the Metropolitan block, Third and State streets, where it now occupies about 5,000 feet of floor space, doing a home building and general real estate business, including insurance and loans. Joseph Fehrer and Frank J. Meyer, co-partners, are the present proprietors.

GEORGE BURROUGHS & SONS

Founded 1867. Old residents remember George Burroughs' first little store on East Water street, which was both store and residence. Today the business fills four full floors and the Burroughs Knickerbocker Wardrobe Trunk has a nation-wide reputation. They manufacture trunks, sample cases and leather goods. George Burroughs has turned over the active management to his son, W. W. Burroughs, but still takes a lively interest in the business and the growth of Milwaukee.

VILTER MANUFACTURING CO.

Founded 1867. Like most of Milwaukee's leading manufacturers, this firm started in a modest way, in fact they had but 3 employees in 1867. Today, their products of ice making and refrigerating machinery; Corliss and Poppet Valve engines, total \$1,500,000 annually, and are distributed in all parts of this country and in many foreign countries. 550 people are employed. Peter Weisel founded the business. In 1879 it became Weisel and Vilter. In 1886 the name changed to The Weisel & Vilter Mfg. Co., and in 1893 to the Vilter Mfg. Co. Their present capital and surplus are over one million dollars. Officers: Theo. O. Vilter, President; Ed. F. Goes, Vice-President; Wm. O. Vilter, Secretary and Treasurer.

BLOEDEL'S JEWELRY, INC.

Founded 1868. This pioneer jewelry house first opened business on the present site of the Majestic Theater, later moved to the corner of Grand Avenue and West Water, and more recently to 215 Grand Avenue, in the Merrill Building. Adam Bloedel was in the business alone in the beginning, later the firm was Bloedel and Mueller, then A. Bloedel, and is now Bloedel's Jewelry, Inc., consisting of Adam Bloedel and his son, Herman H. Bloedel.

NORTHWESTERN NATIONAL INSURANCE COMPANY

Founded 1869. Last year this Company had a premium income of \$3,748,-248.84 from fire, tornado, marine and automobile insurance written in 42 states and Canada. It requires 210 salaried employees and 6,000 commission agents to care for this business. Compare this and the Insurance Company's building at the corner of Wisconsin and Jackson Streets with their beginning in 2 small rooms, where they employed 12 people, and you obtain some conception of how this Company has grown. 26 of their employees are in the Service. They have total assets of \$7,844,162.05, including half a million dollars in Liberty Bonds. Officers: Alfred F. James, President; Wm. D. Reed, Vice-President; Joseph Huebl, 2nd Vice-President; Lubin M. Stuart, Secretary; Herman A. Schmidt, Asst. Secretary.

THE SENTINEL BINDERY

Founded 1869. For many years the Sentinel Bindery was owned and operated by the publishers of the Sentinel. John C. Salzer had charge of the bindery during the last fifteen years of their ownership and then bought it in 1896. Since that time it has been located in its present quarters where many of the more important regular jobs of commercial and edition work are handled with care and dispatch. Among these each year is the City Directory. The business has grown from a small start to one of the leaders in the state and the present plant includes a full equipment of modern bookbinding machinery of every character needed. John C. Salzer is the sole proprietor.

BIERSACH & NIEDERMEYER CO.

Founded 1870. The sheet metal products of this firm, including fire-proof windows and doors, are distributed over half a dozen states, and from a floor space of 600 square feet the business has been expanded until 54,000 square feet are now required. Their capital stock is \$50,000 and their annual sales about \$120,000. Officers: L. D. Biersach, President; Eugene Biersach, Vice-President; O. A. Hoffman, Secretary.

CONCORDIA FIRE INSURANCE CO.

Founded 1871. For many years the Concordia has occupied a leading position as a local Fire Insurance Co. in Milwaukee and Wisconsin, although the business today extends to all parts of the country. When one starts to look back over a file of City Directories to see how the city has grown, the advertisement of the Concordia on the "Back Bone" stares one in the face from so many of these old volumes, that their present prominence in the local field is

not wondered at. The last statement of the Concordia shows total assets of \$3,-116,945.65. Their capital stock and surplus to policyholders aggregate \$1,-106,374.34, but the extent of their business is perhaps more easily comprehended by a layman from the fact that their net premiums written in 1917 amounted to \$1,715,740.82, and that they have paid losses since their organization totalling over twelve and one-half million dollars. The Concordia is essentially a Milwaukee Company, its directors all being leading business men of the city. Officers: Gustav Wollaeger, Jr., President; Wm. A. Starke, Vice-President; Geo. P. Mayer, Vice-President; Frank Damkoehler, Secretary; Wm. E. Wollaeger, Asst. Secretary; Jas. M. Moran, Agency Superintendent.

JOHN SCHROEDER LUMBER CO.

Founded 1871. "A dozen boards or a dozen carloads" is the slogan of this firm, which specializes in complete lumber service from the tree to the customer. They own their own forests, Apostle Isles, Lake Superior, with lumber camps at Presque Isle and Oak Island, tow their logs to Ashland, cut and saw them in their own saw mills, and ship by water and rail to Milwaukee, where they are milled and cut to detail in their own planing mills. Four employees constituted the organization in 1871, whereas today it requires an army to manufacture their production of about \$2,000,000 a year. Their present capital stock and surplus are \$1,737,329.48. Officers: Henry H. Schroeder, President; Edwin H. Schroeder, Vice-President; Fred J. Schroeder, Secretary-Treasurer.

JULIUS LANDO

Founded 1872. While Julius Lando is known to almost everyone locally as a leading optician and optometrist, and has built up his reputation as such by long and conscientious skilled service, he has another branch of his business which is better known to the trade only. He specializes in surveyors', philosophical and mathematical instruments, thermometers for all purposes, and is recognized as an authority in such things. At present he is enjoying a well-earned vacation in California, the business being handled by his nephew, David White.

LEEDOM, MILLER & NOYES CO.

Founded 1872. This corporation was formed through a combination of the W. T. Durand Agency and the James B. Leedom Agency, both of which were well-known and large underwriters. Their premium income has increased yearly until they are now one of the largest agencies in the state. Insurance of all kinds is written, and 13 of the largest and best fire insurance com-

panies are represented. They are State General Agents for the Hartford Accident and Indemnity Co. of Hartford, Conn., and the American Bonding and Insurance Co. of Sioux City, Ia. This agency was the first in the state to install and maintain a complete "Engineering and Inspection Department," which gives expert service to the insurers, enabling the insured to reduce their rates, improve the physical condition of their property, and curtail fire waste. This agency employs 20 people. Officers: James B. Leedom, President; George B. Miller, Vice-President; Haskell Noyes, Secretary; Hampton B. Leedom, Treasurer.

ROUNDY, PECKHAM & DEXTER CO.

Founded 1872. Prices averaged higher than today when twenty people working together in a four-story building were able in 1872 to do a very representative wholesale grocery business in Milwaukee under the name of Smith, Roundy & Co. In 1878 the name was changed to Roundy, Peckham & Co. and in 1903 the present firm name was adopted. Today this firm of wholesale grocers, coffee roasters, sugar grinders and cigars and tobacco distributors handles sales of \$3,000,000 annually over a territory embracing five states. They are doing their share to extend the name and fame of Milwaukee as a "Trading Post."

Officers: Charles J. Dexter, President; Fredk. C. Comstock, Vice-President; Edward M. Dexter, Vice-President; James McLeod, Secretary; Wm. H. Edwards, Treasurer.

MOLITOR BOX CO.

Founded 1876. From a 3-employee concern in one small room has grown a business that now occupies a seven story building, containing nearly 100,000 feet of floor space. An annual output of about \$500,000 in paper boxes, mailing tubes and mailing cases, and from this small beginning has also sprung one of the largest paper mills and box factories under one roof—the Hummel & Downing Co. The officers of the Molitor Box Co. are: J. P. Hummel, President, and Mary Molitor, Vice-President and Treasurer.

R. J. SCHWAB & SONS CO.

Founded 1876. Many of the first "gilt edge heaters" manufactured by this firm are still in use, and it is the Company's policy to keep all its old patterns, so that users of these old heaters may still obtain service on them, even after more than a generation's use. Originally known as Schwab and Sercomb, the business was organized in 1901 under the present style, and today their output is distributed in many states, including Pennsylvania and New Jersey. Officers: R. J. Schwab, President; Henry E. Schwab, Vice-President and Treasurer.

A. GEORGE SCHULTZ & CO.

Founded 1877. A specialty of paper boxes for clothiers, department stores, milliners, laundries, cleaners and dyers is an important part of this well-known manufacturers' business, which includes paper boxes of every description. Officers: Fred Weinhagen, President; Geo. Weinhagen, Vice-President and Treasurer; Edwin L. Debell, secretary.

P. H. REILLY & SON

Founded 1878. For forty years this firm has been carefully building up a reputation as tailors to Milwaukee's best dressed men. Not only does their trade include many conservative, middle aged men, but they have kept constantly up to date on fabrics and touches which appeal to the younger business men of the community. Joseph G. Reilly is the present head of the business.

F. MAYER BOOT & SHOE CO.

Founded 1880. "Honorblit" is a trade name. How well it stands for a firm that has built from a small two-story building with an output of about 100 pairs of shoes a business that now turns out 10,000 pairs of dependable shoes per day and gives employment to about 1500 people. "Martha Washington" shoes for women and "Dry Sox" shoes for men are other products which have carried the Mayer prestige far and wide. No small share of the credit for the important position which Milwaukee enjoys as a shoe producing center belongs to the F. Mayer Boot & Shoe Co., which up to 1884 was known as F. Mayer & Co. The present output, valued at \$5,500,000, is distributed all over America, to Cuba, Alaska, Mexico and South Africa. The firm is capitalized at \$1,500,000 and has a surplus of \$400,000.

In its efforts to keep up to date with war-time demands, more and more women are being employed, and a nursery for babies of women employees recently opened by this Company is an innovation in employees' welfare work that is attracting much attention. The officers are: George P. Mayer, President; Fred J. Mayer, Vice President; Geo. F. Mayer, Secretary; Adam J. Mayer, Treasurer; George B. Smith, Assistant Secretary.

SCHWAAB STAMP & SEAL COMPANY

Founded 1881. This is one of the oldest concerns of its kind in the country. It was established by Andrew Schwaab and has built up a nation-wide business manufacturing and distributing rubber stamps, steel dies and stamps, seals, name plates and automobile name plates. Berthold W. Fueger, Secretary and Treasurer, is the active Manager of the business.

WILSON DETECTIVE AGENCY

Founded 1881. "Charlie" Wilson is an unusual detective. While many detectives know many people in the community, few of them ever obtain such personal acquaintance and popularity as Charles W. Wilson enjoys. He covers the local field thoroughly and is constantly employed by many leading corporations, manufacturers, mercantile concerns, attorneys and individuals in legitimate detective work. His agency does not operate for rewards nor engage in divorce cases. Charles W. Wilson is the Principal.

MILWAUKEE JOURNAL

Founded 1882. Thirty-six years ago Lucius W. Nieman founded the Milwaukee Journal, and has been its guiding mind ever since. Today he is on the battlefields of France, studying the war at first hand, so as to bring back to the readers of his paper his own vivid, personal knowledge of our war against the Hun. Before starting his own paper, Mr. Nieman had acquired a ripe experience as a Journalist and Editor on the staff of the Milwaukee Sentinel, of which he had been City Editor and later Managing Editor. From a small beginning, employing about 30 people, the Journal has grown to be Milwaukee's leading paper, requiring the services of over 350 people in the production of its daily and Sunday editions. It is not only "supreme in Milwaukee, but is dominant in Wisconsin." Newspaper makers everywhere recognize the Milwaukee Journal as a truly metropolitan newspaper. It has always been a staunch all-American advocate and for many years has been steadily fighting German propaganda in various forms. One cannot transact business with the Journal without unconsciously appreciating the personnel of the alert, energetic, courteous staff which Mr. Nieman has built up. Officers: L. W. Nieman, President; J. E. Dodge, Vice-President; E. A. Belda, Secretary.

WADHAMS OIL COMPANY

Founded 1882. Employed five people. First known as Wadhams, Isted and Halsted, later as Wadhams, Magie & Co., then as the Wadhams Oil & Grease Co. and more recently as the Wadhams Oil Co. They have built up a business aggregating \$2,500,000 a year in lubricating and illuminating oils, gasoline, soaps and chemicals on a quality basis, evidence of which is found in the artistic gasoline stations which they are erecting in various parts of the city. Officers: S. S. Cramer, President; F. J. Kipp, Vice-President; G. A. Streeter, Vice-President; H. W. Dodge, Vice-President; L. McNally, Secretary; E. H. Kullmann, Treasurer; H. J. Noyes, Assistant Treasurer.

GOODYEAR RUBBER CO.

Established 1883, in Milwaukee. The Goodyear Rubber Co. itself is one of America's long established concerns, having been founded in 1853. They realized the importance of the Milwaukee market many years ago and their business in this section has prospered and expanded to a large volume. They sell all kinds of rubber goods. James Suydam is Manager of the local store.

EDMUND GRAM

Founded 1883. Closely allied with the steady development of the musical arts in Milwaukee is the Edmund Gram Music Co., which sells Steinway, Weber, Stock, Kranich and Bach, and their own make of pianos and pianolas, as well as Edmund Gram and Vocation Phonographs. In addition to their retail business, they operate their own factory on Eleventh Street. Edmund Gram is the Proprietor.

STANDARD PAPER COMPANY

Founded 1883. The Standard Paper Company, now one of the largest paper houses in the northwest, first occupied the basement and first floor (100 x 120 square feet) of the building north of the Evening Wisconsin Company on Milwaukee Street, with fifteen employees.

Increasing business made several removals necessary, but for sixteen years they occupied the building on the corner of West Water and Sycamore Streets. In 1913 they purchased their present site, No. 264-276 Milwaukee Street, and shortly after erected the building which is now their permanent home.

This modern reinforced concrete building gives them floor space of 108,000 square feet and is equipped with all the appliances and facilities for handling the business carefully, economically and expeditiously.

The Company employs about eighty persons and its annual sales, amounting to one and one-half million of dollars, are distributed throughout Wisconsin and the Northwest. Officers: F. O. Butler, President; J. F. Butler, Vice-President; C. L. Blanchard, Treasurer, W. R. Mershon, Secretary. Mr. Blanchard and Mr. Mershon are the resident and managing officers of the Company.

WISCONSIN IRON & WIRE WORKS

Founded 1884. If you will examine the ornamental bronze, wire and iron work in the new Milwaukee Athletic Club, the Wisconsin Hotel, the Miller Theatre, the Wells Building and the Hotel Pfister, you will obtain some conception of the kind of work executed by the Wisconsin Iron & Wire Works. In its early days, this firm was known as the Reliance Iron and Wire Works, the change in name taking place in 1891. They occupy about 40,000 square feet of floor space and distribute over

\$300,000 worth of their products to all parts of the world each year. Many of their products go to Cuba, Porto Rico, Japan and Australia. Officers: G. H. Norris, President; E. A. Earnest, Vice-President; Emmett L. Richardson, Secretary.

WELLS BUILDING DRUG COMPANY

Founded 1886. Among the vast variety of modern merchandise which drug stores of today offer to their patrons, one often forgets the real basic service on which drug store success is founded. In the Wells Building Drug Company, however, the compounding of prescriptions for Milwaukee's leading physicians is a feature, the business necessitating a branch in room 432 of the First National Bank Building, particularly on this account. In times of need, one may always feel sure that at "Milwaukee's Highest Quality Drug Stores" they are sure to receive the exact prescription which the doctor calls for, without fear of substitution. It is around a prescription department, therefore, that H. E. Kraft, the proprietor, has built his extensive business as a metropolitan down-town drug store.

HUGO KOEFFLER

Founded 1887. In the handling of central or down-town business property a knowledge of values obtained over a period of years is a prime requisite to success. For many years Hugo Koeffler has been analyzing Milwaukee property values and tendencies, with the result that his general real estate, insurance and loan business is largely confined to central business property and the handling of estates. Originally in the Iron Block, we find from reference to old City Directories that he moved in 1893 to the Pabst Building, where his offices continue to be located.

HANAN & SON

Established 1888, in Milwaukee. The value of all City Directories is well illustrated by our successful search for data regarding this firm. Through the old books we have found that John Hanan, President of the Mann Shoe Co., resided in New York City. Later books showed that in 1895 the local firm became Hanan-DeMuth Co., in 1908 it was changed to the Hanan-Tiedemann Co. and in 1910 it became Hanan and Son. In 1916 the present store at 205 Grand Avenue was a branch, but it has since become the main store. M. W. C. Biggam is the local manager.

KEMPSMITH MANUFACTURING CO.

Founded 1888. Occupied about 500 square feet of space and employed ten people. Prior to 1901 it was known as the Kempsmith Machine Tool Co. Today, this Company, which devotes its entire energies to manufacturing mill-

ing machines, occupies 90,000 feet of space, employs about five hundred people and distributes an annual product of about \$2,000,000 over a world wide market. The officers are: Paul E. Thomas, President and Treasurer; John Goetz, Vice-President; F. Wollaeger, Jr., Secretary; E. E. Leason, Assistant Treasurer; Peter Lowe, Assistant Secretary.

KURYER POLSKI

Founded 1888. There are over twenty thousand Polish homes in Milwaukee city and county, and in most of these the Kuryer Polski is read daily. It is the oldest Polish daily in the United States, and for 30 years has been lighting the way for Poles who have chosen to make Milwaukee and vicinity their permanent home. When started, it had but 3 employees, while today it ranks as one of the important and leading daily newspapers in Milwaukee, where the Polish population is far more extensive than many people realize. A job printing plant is operated in connection. Officers: Michael Kruszk, Publisher and President; S. Zwierzchowski, Vice-President; C. Dziadulewicz, Secretary and Treasurer.

THE MILWAUKEE TIMES

Founded 1888. Within the hearts of many people there exists a fondness for and appreciation of the value of a weekly newspaper, particularly when a city has grown so large that the big metropolitan dailies cannot or do not give to their particular section all the news the readers desire. But it requires exceptional ability on the part of a publisher, together with real policies that meet with popular approval for an English weekly to build such a place for itself as Henry Towell has done with his Milwaukee Times. A few weeks ago, when their 30th anniversary edition made its appearance, it startled many people to realize how rapidly the South Side of Milwaukee and the adjoining villages had come to the front, and to see how remarkably diversified the industries had become. The Milwaukee Times was founded by Henry and George Towell, who came here from England where they had had previous successful newspaper experience. In 1893, Henry Towell purchased the interests of his brother and has since been the sole owner. In the 30 years of its existence, the Times has always been located on Grove Street, and their present plant and equipment is complete and up to date, not only for the printing of the paper, but for handling job printing of the better grade. Independent in politics, the Milwaukee Times has always played an important part in the civic and industrial life of the community and is a force to be counted on to reach South Side readers at a low cost.

NORTHERN CONSTRUCTION CO.

Founded 1888. When Henry Ferge started business as a carpenter he laid the foundations for two businesses, for from his efforts grew the Ferge and Keipper Co., now the Interior Woodwork Co., and the Northern Construction Company, so known since 1900. They are said to be the largest general contractors in Milwaukee and are equipped to build "anything—anywhere—any time." Since 1900, among other large jobs, they have built 21 United States post offices and a government warehouse, principally in Wisconsin and northern Michigan. Officers: Henry Kimpel, President; Theodore Neubauer, Vice-President; Wm. C. Benemann, Secretary-Treasurer; Richard C. Ferge, General Manager.

BADGER DYE WORKS

Founded 1889. The business of this firm has constantly increased from its inception, and they have a state-wide reputation as experts and artists in their line. Officers: Ernest Krahnstover, President; Julius E. Krahnstover, Vice-President; Wm. L. Krahnstover, Secretary and Treasurer.

WILLIAM MARNITZ CO.

Founded 1889. In their line, this firm of merchant tailors have qualified as prize winners again and again. Each year the Custom Cutters' Association award prizes and honorable mentions for the best designed and finished garments. In the Marnitz establishment you will find not only one, but a number of awards testifying to the excellence and superiority of their productions. They have made many friends and patrons throughout the city and state. Officers: Wm. Marnitz, President; Charles Marnitz, Secretary and Treasurer.

WISCONSIN COLLEGE OF MUSIC

Founded 1899. Milwaukee's prominence as a musical center has been materially developed through the efforts of the Wisconsin College of Music, which has grown from a modest beginning until it now has a faculty of over 70 and is handling five times as many students today as in its early days. Students come from all parts of the United States and Canada. During the 1917-1918 season, no less than 172 pupils' recitals were given by the College, which recitals are of inestimable value to the students, inasmuch as they prepare them for public appearance. Hans Bruening and Clarke Wooddell are the directors.

WISCONSIN CONSERVATORY OF MUSIC

Founded 1899. The growth of "The Conservatory" is well indicated by a comparison of their original space of

ten rooms and a recital hall with their present commodious quarters, including suites aggregating 29 rooms and recital hall. The faculty of 26 teachers has increased to 60. Each year has seen a healthy increase in students, and last year the enrollment totaled close to 1500 pupils, who paid tuition rates varying from 50c to \$6.00 per lesson. Music, Languages and Dramatic Art are taught, and the influence of the institution extends far and wide. Officers: Theo. Dammann, President; Wm. H. Upmeyer, Vice-President and Treasurer; Emil H. Koepke, Secretary and Manager; Wm. Boeppler, Director; Mrs. Louis F. Frank, Director.

OFFICE SPECIALTIES SALES CO.

Founded 1890. This name is interchangeable with that of E. D. Haven, its President and Treasurer, who sold the first typewriter introduced in Milwaukee and has been prominently identified with the local marketing of up to date office appliances ever since. Today his business in Sundstrand Adding Machines, Corona Portable Typewriters, the Neostyle Duplicating Machines and other office machinery of proven merit extends all over the state and the upper Peninsula of Michigan. Ed. Haven is personally known to hosts of patrons as "the office specialty man," who accept his recommendation as to such equipment in the full knowledge that they are profiting by the experience of one who thoroughly knows his field and is in business to stay.

WINDSOR MANUFACTURING CO.

Founded 1890. Leslie W. Davis, sole proprietor, is in the United States Navy, training as a Jackie at the Great Lakes Station. The business is under the management of H. Dorschel. They manufacture lead pipe, sheet lead, block tin pipe, solder and traps, and are dealers in pig lead and pig tin. They have built up an extensive trade in lead work of every description, especially for the Chemical Industry, and specialize in lead burning. Their products are well known throughout Wisconsin and surrounding states.

CHAIN BELT CO.

Founded 1891. Starting in a small way making only detachable chains for agricultural purposes, the Chain Belt Co. have built up a nation-wide and nationally advertised output of Rex chain, traveling water screens, sprockets, concrete mixers, elevator and conveyors. Pretty nearly everyone interested in this class of equipment knows that "Rex" means Chain Belt Co., Milwaukee. Their shops, foundry and manufacturing buildings are modern and splendidly equipped. Officers: William C. Frye, President; C. R. Messinger, Vice-President; C. L. Pfeifer, Treasurer; W. C. Sargent, Secretary.

ARCHIE TEGTMEYER

Founded 1891. When a young man engaged in the jewelry business on the outskirts of the city some 27 years ago, there was little to distinguish his store from other community jewelry stores. But this jeweler had the ability to make his business grow, first by inducing people to come to his store and then by giving such values and treatment as to make them come again. It was only two years ago that he moved down town, where he now does a business that classes him as a leader in his line. When asked the secret of his method, Mr. Tegtmeier said: "I have always been a strong believer in advertising—not the stereotyped sort, but the individual kind that compels interest. It is for this reason that I permit the semi-cartoon cut of myself to appear on the front cover of the City Directory, and this advertisement makes up in pulling power whatever it may lack in dignity. It lets people know that Archie Tegtmeier is waiting to welcome them personally if they care to call, and most jewelry buyers like to meet the proprietor face to face, even if they do know he cannot personally wait on all of his customers."

AMERICAN EXCHANGE BANK

Founded 1892. Starting on the south side this bank grew rapidly and is now occupying handsome quarters in the Plankinton Arcade, and has plans ready for a building of their own at the corner of Grand Avenue and Second Street, just a few steps from their present quarters. Their present deposits are \$5,200,000. They have a capital and surplus of \$700,000. Officers: Edward A. Farmer, President; W. D. Grey, Vice-President; E. J. Kearney, Vice-President; L. E. Kilian, Vice-President; Carl G. Engelke, Cashier; C. D. Raney, Cashier; J. Edgar Robertson, Asst. Cashier; Neil J. Gleason, Asst. Cashier.

CANNON PRINTING CO.

Founded 1892. Among the printing houses of the city, this firm with its generous equipment of big presses, linotypes and large force of men, has ranked as a leader for many years. Perhaps no better indication of their capacity could be offered than the fact that they print the City Directory each year in record breaking time. Bernard Cannon started in business for himself in partnership with Adrian Houtcamp, but in 1904 the present Company was incorporated. If you are one of Bernard Cannon's friends, you more likely know him as "Barney." The officers are: Bernard Cannon, President and Secretary; A. W. Polk, Vice-President and Treasurer; John D. Cannon is Superintendent.

HUEBSCH LAUNDRY CO.

Founded 1892. "Huebsch" is a well known laundry name in various parts of the country, for the eight Huebsch brothers are all in the business, with plants at San Francisco, Oakland, Duluth, Eau Claire and Superior. The Milwaukee business was started in one small room with six employees, and has grown until it occupies a large three-story building and a garage for the twenty-two autos required. The use of soft water is a feature of their service. They do an annual laundry and dry cleaning business locally amounting to \$150,000 a year, and are also manufacturers of special laundry machinery largely of their own invention. Officers: John Huebsch, President; Wm. O. Huebsch, Vice-President; R. A. Huebsch, Secretary and Treasurer.

MILWAUKEE AUTOMOBILE INSURANCE COMPANY LIMITED MUTUAL—THE MERRILL AGENCY

Founded 1892-1916. This company was organized in 1916 by representative business men of Milwaukee, who realized the importance and necessity of a home automobile insurance company and a saving in rates. It is managed by the Merrill Agency, which was established in 1892 and who have had lots of experience in this business. The Company has had a very low loss ratio on account of a careful selection of risks and economical handling of claims.

Officers: R. W. Pieper, President; Geo. Doucette, Vice President; Wm. P. Doucette, Secretary; Edgar Erdmann, Treasurer.

WISCONSIN NATIONAL BANK

Founded 1892. Started in the Pabst Building with nine employees and on December 5, 1892, had deposits of \$329,126.07. In twenty-six years this bank has grown to have total assets of \$46,268,392 and deposits of \$35,963,754.56, which will no doubt be still further increased by the time this article appears. The bank has continued in the Pabst Building from its start, occupying constantly expanding quarters, and in the near future expects to build a building of its own, which will reflect in full measure the size and importance of the service which this bank renders its patrons and the community in general. Officers: L. J. Petit, President; Herman F. Wolf, Vice-President; Walter Kasten, Vice-President; J. M. Hays, Cashier; Franz Siemens, Wm. J. Adams, F. K. McPherson, A. V. D. Clarkson, Fred Sidler, Asst. Cashiers; Herman W. Eskuiche, Mgr. Savings Department.

PLANKINTON PACKING CO.

Founded 1894. Where 200 employees constituted the force of this concern twenty-four years ago, 1,300 are now required in connection with a volume of \$20,000,000 a year of packing house products, including "Globe" Ham, Bacon, Lard, Sausage and Dried Beef. Their sales are world-wide. Plant covers 18 acres. Local officers: H. S. Culver, Vice-President; C. P. Hobson, Assistant Secretary.

WISCONSIN SAVINGS LOAN & BUILDING ASSOCIATION

Founded 1895. Starting in a conservative manner, duly incorporated under the Building and Loan Laws of Wisconsin, this Company had total resources of but \$12,087.73 at the end of their first year. Careful management under well-known Milwaukee citizens has gradually built it up so that they now have capital stock of \$9,000,000 and resources of over \$2,150,000. Prior to 1911, the name was Wisconsin National Loan and Building Association, the substitution of the word "Savings" in place of "National" occurring at that time. Officers: Charlton D. Lisle, President; Lawrence W. Halsey, Vice-President; James C. Murtaugh, Treasurer; R. C. Abraham, Secretary.

JOHN J. HOSCH

Founded 1895. There is honor in being a leader. In 1895 John J. Hosch started field work as a representative of the New York Life Insurance Company, with whom he had previously been employed as cashier. Today he enjoys the reputation of being the largest personal producer in Wisconsin, and with our Government itself teaching the wisdom and necessity of life insurance to its children, John J. Hosch finds his own messages of protection and saving more favorably received than ever before.

MANFORD W. McMILLEN

Founded 1895. In twenty-three years' experience as Life Insurance salesman, Mr. McMillen has mastered the intricacies of the business, and enjoys the reputation of always giving sound advice to large or small buyers of insurance. Clients' interests are always held as of first importance.

As City Manager of the Ordinary Department of the Prudential Insurance Company of America, Pabst Building, his name is continuously enrolled among the Company's list of large producers throughout the country. He is doing splendid work as Chairman of the War Work Committee of the Life Underwriters' Association for 1918. As President of the Milwaukee U. W. Alumni Association, Mr. McMillen is also constantly engaged in promoting the growth and welfare of Milwaukee, the State of Wisconsin, and his Alma Mater.

PHENIX MANUFACTURING CO.

Founded 1895. Screens, storm sash and awnings, together with the special hardware fittings that make the easy manipulation thereof so typical of American inventiveness, are the products of this concern. Beautiful homes, hospitals and institutions all over this country and Canada are Phenix equipped. \$100,000 a year is a considerable volume for a business of this kind, and 21,500 square feet of floor space are required. Whether your home is a mansion or a cottage, proper screening is just as important as plumbing or heating, and you will find the study of a Phenix catalog well worth while. S. J. Fellman is the proprietor.

THE AMERICAN APPRAISAL CO.

Founded 1896. This organization has developed from a modest beginning into a business of national and international importance. Its home office in Milwaukee covers 24,000 square feet of floor area, and it has branch offices in New York City, Chicago, San Francisco, Boston, Philadelphia, Cleveland, Cincinnati, Pittsburgh, Detroit, St. Louis, New Orleans, Montreal and Toronto. Its staff consists of over five hundred trained individuals, one-half of whom are located in the Milwaukee office, and the balance at its branch offices and wherever its business calls. The American Appraisal Company's clients are among the most representative business and financial institutions, and its service has extended throughout the United States, Canada, Alaska, Hawaiian Islands, Mexico, Cuba and Porto Rico. It is the largest organization devoted exclusively to appraisal work, and its reports cover public utility, industrial, mineral, commercial and residence properties. Its services are now very largely used in connection with the mobilization of business for the financing of the war, and its reports are used for furnishing information to the War and Navy Departments, Shipping Board, Alien Property Custodian, Internal Revenue Department, Food and Fuel Administrations, Capital Issues Committee, and other Governmental departments. Officers: John L. Moon, President; Wm. V. Young, Vice-President; Oscar F. Heimke, Secretary; Wm. M. Young, Treasurer; Lyle H. Olson, General Manager.

W. P. HAMMOND & SON

Founded 1896. The United States Department of Agriculture is authority for the statement that "one hundred million dollars is lost annually by the farmers, manufacturers and merchants of the country through the destruction caused by rats." Milwaukee is fortunate in being the headquarters for a firm of rat and other vermin exterminators who through years of success in combating such pests, have built up a nation-wide and successful business.

Their products are now distributed in all parts of the country and their guarantee of "no pay until they are all gone" has become a famous slogan among hotel men, building managers and others whose work includes dealing with such problems.

HILBERT & BAERWALD CO.

Founded 1896. Shortly after their graduation from the University of Wisconsin, Mr. Hilbert and Mr. Baerwald opened their offices in 2 rooms in the Pabst Building. From this they have grown to their present location at 86-88 Michigan Street, with 11 employees, 4 of whom are with the United States Army in France. The business is general insurance and bonds covering the State of Wisconsin. Officers: Carl E. Hilbert and Chas. H. Baerwald.

M. A. McKENNEY & CO.

Founded 1896. When you wish flowers for any occasion, if you will go to McKenney's and tell them the purpose you have in mind, you will receive the benefit of long experience, exquisite taste and the pick of a perfect stock. Officers: Fred B. and Mary A. McKenney Davis.

HAMMERSMITH-KORTMEYER CO.

Founded 1898. This firm was an outgrowth of the Stanley Metal Sign Co., which Mr. Hammersmith purchased after he had considerable experience as a manufacturing jeweler and engraver. Through the engraving and printing business he has found an outlet for a rare combination of artistic sense and sound business judgment. In 1901 the Dawe Printing Co. was acquired, and later the printing business was changed to the Kortmeyer Printing Co. In 1917 the two companies were consolidated under the name Hammersmith-Kortmeyer Co. For the last 15 years the engraving department has maintained a thoroughly equipped branch in Chicago. In addition to high class engraving and printing, the parent office here makes a specialty of educational year books and trade publications, which they have developed to an enviable degree. Officers: Paul Hammersmith, President and General Manager; P. W. Hammersmith, Vice-President; Silas Kortmeyer, Secretary; Benjamin Kortmeyer, Treasurer.

TEGGE LUMBER CO.

Founded 1899. They are extensive manufacturers and dealers in hardwood lumber, yellow pine, mahogany and cedar. Officers: Chas. E. Tegge, President and Treasurer; Adolph H. Tegge, Secretary.

HARRY GRABIN

Founded 1900. If you have passed along Wisconsin Street during any of the pleasant days this summer, you have likely noticed one or more of Harry Grabin's tailors busily at work on the cool, open porch adjoining his tailor shop. This in itself is pretty good advertising. Harry Grabin is a specialist in repair work on clothing, and as he is an expert in this chosen line, his reputation has spread beyond his immediate neighborhood. Located in "Automobile Row" it is also natural that he should apply his talents to the cleaning of automobile upholstery without removing it from the car, and his business in this line has assumed considerable proportions.

L. A. MEYER CO.

Founded 1900. They are one of the best known electrical contracting firms in the city. They are also locksmiths and safe experts. Officers: L. A. Meyer, President; L. Jorgensen, Secretary and Treasurer.

THE MILWAUKEE OPTICAL MFG. COMPANY

Founded 1900. This firm is the pioneer optical lens and optical accessory manufacturing company in Wisconsin. It started with two employees and occupied two small rooms in the Cawker Building. Today 65 employees are required to handle the business which extends all over the United States. The filling of prescriptions for oculists and optometrists is a specialty, but the business includes several other departments such as supplies and equipment for doctors and opticians. They now occupy one-half of the fourth floor of the Stephenson Building. Officers: Hiram J. Smith, President; A. E. Wilcox, Vice-President; Charles Tribe, General Manager.

RAILWAY EXCHANGE BUILDING COMPANY

Founded 1900. Among the high class office buildings of the city, the Railway Exchange Building is recognized as a leader, and offices therein are regarded as among the most desirable in the city. In addition to the usual service, the building operates its own lighting and heating system. The present Company was organized in 1905. Officers: Henry J. Nunnemacher, President; F. F. Adams, Vice-President; F. F. Adams, Jr., Secretary and Treasurer; W. S. Droppers, Manager.

GREER & BUTLER

Founded 1901. Appreciation of the value of tile floors and walls has increased steadily during the past few years, and Greer & Butler have done their share in the educational work. Their artistic mantels and fire place fit-

things are known in all parts of Wisconsin and adjoining states. The firm was originally known as the Wisconsin Mantel and Tile Company, but was changed to the present style early this year. William H. Greer and E. P. Butler are partners in the business.

MILWAUKEE CORRUGATING CO.

Founded 1902. Had fifteen employees. Covered about two acres of ground. Has grown until they now are the largest manufacturers of eaves trough, conductor pipe, ridge roll and kindred sheet metal building products in the country. Officers: L. Kuehn, President and Treasurer; A. J. Luedke, Secretary and Assistant Treasurer.

MISS BROWN'S SCHOOL OF BUSINESS

Founded 1903. Fifteen years ago Miss Abbie A. Brown, who, for a number of years, had been a public stenographer in the Wells Building, decided to teach a few students stenography, typewriting, and office methods. So successful and satisfied were her students that they brought others, and so the school prospered and grew from a small number to its present enrollment of over three hundred students yearly. In 1910 the growth of the school made it necessary to seek more room, and the present large, commodious quarters in the Cary Building, corner of Milwaukee and Oneida Streets, were secured and the school removed to its present location.

At first only shorthand, typewriting and spelling were taught, but later other necessary branches were added, until now everything is taught which is necessary to prepare a young person with a good English foundation for a first-class position as a bookkeeper, stenographer or private secretary.

R. S. C. CALDWELL

Founded 1903. In connection with the development of many diversified products such as are manufactured in Milwaukee and Wisconsin, successful patent attorneys are busy people. In addition to obtaining patents and assisting clients in planning their inventions, there is also much work to do in connection with the securing of copyrights, registering trade marks, etc. Richard S. C. Caldwell, formerly of Morsell and Caldwell, is well-known through his work of this nature. It would seem that in his case many people believe in the old saying, "If you wish a thing well done, get a busy man to do it."

CREAM CITY TRIMMING CO.

Founded 1903. When this firm started in business in a small store, carriage trimming was the bulk of their business. With the development of the automobile business they rapidly developed a

large business in automobile tops, windshields and trimming and more recently have made a considerable specialty of seat covers. James Foreman is the Proprietor.

ELDRED AGENCY

Founded 1903, by John E. Eldred, Jr., with himself as the only employee. They conduct a general insurance business, which now requires the services of a dozen employees, with Mr. Eldred himself the busiest of them all.

THE MUNSON-KENNEY CO.

Founded 1903. Started with one employee in a room 18 x 20 feet. Was first known as J. J. Munson & Co. Now occupies 10,000 square feet and employs twenty-four people, manufacturing awnings, covers, tents, flags, etc., and their products are sold all over Wisconsin. Capital stock, \$15,000. Officers: J. J. Munson, President; E. A. Farmer, Vice-President; T. S. Kenney, Treasurer.

NATIONAL BANK OF COMMERCE

Founded 1903. Since it was started as the Germania National Bank, in the quarters it still occupies, this bank has enjoyed a steady, consistent, conservative growth. Today, their deposits are \$6,206,407.12, and they have capital stock, surplus and undivided profits of \$507,000. They have extensive Savings and Bond Departments. On May 27th of this year the name was changed to its present style. Officers: William C. Brumder, President; George P. Mayer, Vice-President; Alfred Schultz, Vice-President; Edwin A. Reddeman, Cashier; Walter C. Georg, Asst. Cashier; Harry W. Zummach, Asst. Cashier.

SCHUELER BROTHERS

Founded 1903. From a force of three employees doing business in 1600 square feet, their volume of sales has grown to \$300,000 a year and requires 24,000 square feet. They manufacture commercial automobile bodies and have an extensive auto painting business, but are perhaps best known as Wisconsin Distributors of the famous Hood Tires, which while high in first cost have built a reputation for low cost per mile. Fred E. and George A. Schueler are partners in the business.

BADGER PACKARD MACHINERY CO.

Founded 1904. One of the important connecting links between the metal and wood working concerns of Milwaukee and the factories which manufacture the machinery tools and supplies so vital to these trades is the Badger Packard Machinery Co. From a modest beginning they have grown into a supply house of huge proportions. Officers: Louis Kurtz, President; Chas. A. Schuman, Vice-President; Danl. M. Guibert, Vice-President; L. Romaine, Secretary; Thos. DeSwarte, Treasurer.

HANSEN STORAGE COMPANY

Founded 1904. There are many concerns which are burdened with problems of maintaining a sufficient stock of goods on hand to properly care for their needs. A considerable number avail themselves of the full services of the Hansen Storage Company, which cover a broader field than simply the cartage and delivery of merchandise. Oftentimes they are able to assist their customers in such a way that capital is utilized to the fullest extent. The growth of the business is indicated by the fact that their 250,000 square feet of floor space is two and one-half times that used at the start, and that they are now handling 2,000 car loads of material annually. Their capital stock is \$100,000. Officers: G. J. Hansen, President; J. M. Riels, Vice-President; S. N. Olsen, Secretary and Treasurer.

HOWARD D. PLIMPTON, MANAGER, AETNA LIFE

Founded 1904. When Howard D. Plimpton started business here 14 years ago as Special Agent for the Liability Department of the Aetna Life Insurance Company, it is doubtful if he or anyone else could foresee that in 1918 his force of 24 persons would be handling service for over 20,000 clients. In 1907 he was appointed General Agent of the Aetna Casualty and Surety Co. In 1913 he was appointed Manager for Wisconsin and Northern Michigan for the Liability Department of the Aetna Life Insurance Co., and in addition the Aetna Casualty and Surety Co., and in 1915 was appointed Manager for the Automobile Insurance Co. of Hartford. The Aetna interests are well represented in Wisconsin.

SIEKERT & BAUM CO.

Founded 1904. The first home of this firm was in the basement of the Railway Exchange Building, where they occupied one room 15 by 30 feet. Their growth to an annual sales of over \$200,000 has been carefully developed, and it now requires an eight-story building, comprising 256,000 square feet of floor space to house their immense stock of commercial stationery, office filing furniture of wood and steel, and a modern bookbinding plant, equipped with the latest type of motor-driven machinery. Their products are distributed over half a dozen contiguous and nearby states. Officers: F. J. Siekert, President; A. J. Baum, Secretary-Treasurer.

MERCHANTS AND MANUFACTURERS BANK

Founded 1906. That this bank was founded to meet a real need is evidenced by the fact that in six years it became necessary for them to have larger and

more commodious quarters. Their bank building was then erected on West Water Street, near Grand Avenue, wherein their growth has exceeded their expectations. Their total assets are in excess of \$3,000,000. Capital stock \$400,000. Officers: L. M. Alexander, Chairman of the Board of Directors; W. F. Myers, President; H. P. Andrae, Vice-President; Benj. V. DelaHunt, Cashier; Frank Brand, Asst. Cashier.

NORTH AMERICAN LIFE INSURANCE COMPANY

Founded 1907. Prominent among the Life Insurance Companies which are making great gains in business in Wisconsin, is the North American Life Insurance Co. of Chicago. At the beginning of this year they had nearly 36 millions of Insurance in force, gaining over 4 millions last year. Thomas J. Fleming, Wisconsin Manager for this Company, is also one of the Directors. They have offices both in the Caswell Block and First National Bank Building.

W. R. SHERIN CO.

Founded 1907. This firm is an outgrowth of the old firm of Henry M. Ogden and Sons. They have an extensive business as designers and builders of automobile bodies, and painting, trimming and welding. Officers: Arthur F. Borges, President; Wm. F. Nevermann, Vice-President; Wm. F. Borges, Secretary and Treasurer.

SMITH PIANO CO.

Established 1907, in Milwaukee. This well-known firm of piano manufacturers and dealers was founded in 1872, and their local branch has been doing business from their Wisconsin Street store for many years. They sell pianos and player pianos throughout the state. They have made many friends, both through the merits of their merchandise and their clean-cut, courteous business methods. Officers: C. H. Smith, President; J. M. Hawxhurst, Vice-President; J. H. Wolfenden, Treasurer; F. D. D. Holmes, Secretary and Manager.

ARTHUR YOUNG & CO.

Founded 1907. The local office of Arthur Young & Co. was established in 1907, since when their Milwaukee business has increased over 1,200 per cent and their local force from an original staff of 4 now comprises from 12 to 20 all the time. They are not only Expert Accountants, but are efficiency engineers, and their growth is indication of the ever increasing importance which Milwaukee business men are attaching to problems along these lines. Gladstone Cherry is the Resident Partner.

DAHLMAN CONSTRUCTION CO.

Founded 1908. Among the new buildings typical of Milwaukee's recent substantial growth are the Milwaukee Athletic Club, New Plankinton Hotel, Waldheim Building, Blackstone Apartments, Standard Paper Co., Gridley Dairy Co., Lavine Gear Co., warehouse, foundry, core room building and forge shop of the International Harvester Co.; warehouse and office buildings of the Pfister-Vogel Leather Co.; Milwaukee Drug Co. These are samples of the work of the Dahlman Construction Co., pioneer contractors of reinforced concrete buildings in the Northwest. At times they employ several hundred men, and do an annual business of about \$750,000. Officers: John A. Dahlman, President; M. L. Dahlman, Vice-President; Frank R. Bell, Secretary and Treasurer.

A. S. GROSS

Founded 1908. The business of A. S. Gross, Ladies' Tailor and Habit Maker, has grown and developed so that he now employs a force of 15 people, who are constantly busy.

MAJESTIC BUILDING

Founded 1908. Many who do not readily recall the location of other prominent buildings know where the Majestic Building is. This advantage is of course in some measure due to the Majestic Theater, which occupies a part of it. The Majestic Building is one of the largest and best equipped office buildings in Milwaukee. Its location in the heart of the city is desirable and convenient, and Manager Earl E. Drewry takes constant pride in rendering service designed to make satisfied and permanent tenants, many of whom have been in the building from the time it opened.

STREISSGUTH-PETRAN ENGRAVING COMPANY

Founded 1908. You may know the above firm or its products more readily under their initials "S-P" which are commonly used in referring to them. They operate a complete engraving plant, which includes a competent art department. Prompt service has been made a reality with this firm and their business has developed until they rank as a leader in their line. Officers: Herman Streissguth, President; Otto Streissguth, Vice-President; Henry Petran, Secretary and Treasurer.

WALTER G. TRUETTNER

Founded 1908. "The bungalow man" has made a reputation as a specialist, and is steadily building from 25 to 40 bungalows per year. Most people who get ready to build a home are troubled with a multitude of vexatious problems,

but "The Bungalow Man" handles them all as one contract, including lot, plans, building, finance and insurance, delivering the finished and guaranteed satisfactory home to the purchaser ready for the furniture. Many satisfied home owners testify that Truettner buildings have style and individuality, are durable and constructed of the best material. As most of the bungalows are sold on easy terms, these endorsements over a period of years are worth while.

ZINGEN & BRAUN, INC.

Founded 1908. In addition to a general real estate, loan and insurance business, this firm has worked out modern and unique methods of developing farm property into home communities, their services including the financing of real estate securities, land contracts, installment and other real estate mortgages. By building homes which are sold on the easy payment plan, this Company helps people in moderate circumstances to become property owners and better citizens. They have organized and are selling agents for several land companies. They now occupy their own building at 548-550 Twelfth Street, built to accommodate their business, which requires a dozen employees besides the salesmen. Officers: Emil J. Zingen, President; John I. Braun, Secretary and Treasurer; Robt. L. Kuhn, Assistant Secretary and Treasurer; G. H. Klopff, Manager Farm Department.

CHICAGO RACINE AND MILWAUKEE LINE

Founded 1909. The extent to which this transportation company believes in Milwaukee and its future is indicated by the terminal which they have recently erected at Broadway and Erie Streets. The land and building represent an investment of half a million dollars, and the three-story reinforced concrete building, 443 ft. by 121 ft., is generally considered to be the finest terminal on fresh water. Many people do not realize the vast amount of freight lake steamers handle, but if one stops to consider that when the "Illinois" is loaded it moves 90 carloads of freight, besides several hundred passengers, the value of this transportation line and its several boats begins to be appreciated. E. A. Henderson, a veteran lake transportation expert, has ably represented this company locally as General Agent since it succeeded to the assets of the old Barry Transportation Company.

UNITED STATES AUTO RADIATOR COMPANY

Founded 1909. Most autoists will be interested in learning that this firm endeavor to turn out all repair jobs within 24 hours, and that they offer a reward of \$25 for any radiator in a condition they cannot repair. Specializing brings success, and the entire attention

of Morris Wald and Fred Actor, Proprietors, and their corps of 15 assistants is devoted exclusively to the automobile radiator business, including the sale of new radiators of all kinds. It now requires 2,500 square feet of floor space to house this business, and radiators are constantly being shipped in to them from all parts of Wisconsin for expert rush attention.

INDEPENDENT DOUBLE TREAD TIRE COMPANY

Founded 1910. In these days of conservation, the double tread or double sewed tire has been making great headway. This firm specializes in taking two old tires and combining them into one so that several thousand miles can be traveled on casings that otherwise would be little more than junk. You will see the Independent Double Tread Tire Company's handi-work on many of the finest and smartest appearing cars in the city. The proprietor is Joseph Kaufman.

MULTIGRAPHING SERVICE CO.

Founded 1910. Employed one person with one multigraph and one typewriter in a small office. Now employs ten people regularly. Specializes in expert mimeographing and quick delivery. Public stenography in connection. The growth of this business is attributed by Mrs. Mary Heckman, Proprietress and Manager, to the quality of their work, coupled with consistent advertising in the City Directory and Telephone Directory. They employ no other solicitors.

WAUKESHA MOOR BATH CO.

Founded 1911. Less than 20 miles from Milwaukee are the famous Waukesha Moor mud baths. Each year thousands of people are cured or relieved of rheumatism, nervousness, diabetes, Bright's disease, skin diseases, gall, bladder and liver trouble and other ailments. A large strictly fireproof modern structure houses the baths and the first class hotel in connection, which is open all the year, with a skilled physician and graduate nurses constantly in attendance. Prospective guests are invited to bring their golf clubs and make use of the splendid course. Convention visitors to Milwaukee will find a trip to Waukesha by train or trolley a short, easy ride, and investigation of the Moor mud baths will convince them that it is not necessary to go further to obtain rest and relief for troubles the baths can remedy. Officers: John Weber, President; W. H. Hardy, Jr., Vice-President; John Weber, Jr., Secretary and Treasurer.

FIRST NATIONAL BANK BUILDING

Founded 1912. Milwaukee's largest and finest office building possesses many features and advantages which are freely available to their tenants, who comprise a whole city in themselves. It is fireproof, with lots of open space for air and light. Every office has hot and cold water, and is vacuum swept and scrubbed every night. To the many attorneys-at-law whose suites are in the building, the Law Library maintained for their free use is a desirable feature. To the doctors and their patients the drug store is a great convenience. The assembly room seating 100 persons is in frequent use by many tenants, who otherwise might have to move their own furniture around extensively to permit of such conferences. One may go to a leading Bank, Trust Company, Safety Deposit Vault, Telegraph Office or Barber Shop without leaving the building. And, even with these many advantages, the rentals are so moderate as to occasion comment. The First Trust Co. are the Agents, and W. Russell Wehe, Manager of the Building.

MAYNARD ELECTRIC STEEL CASTING CO.

Founded 1912. The growth of this company is indicated by a comparison of their ten employees and 3,000 feet of floor space in 1912 with their 180 employees and 75,000 feet of space today. They are manufacturers of steel castings for all purposes, specializing in auto, tractor and shipbuilding castings, and their products are distributed all over the United States. Capital stock \$125,000. Officers: Julian K. Fons, President; Sylvester Wabiszewski, Treasurer; L. Bergner, Secretary; Frank Wabiszewski, General Manager.

THE MIDLAND CASUALTY CO. OF WISCONSIN

Founded 1912. The Badger Casualty Company was organized under the laws of Wisconsin and commenced business June 11, 1912, succeeding the Badger Protective Association, an assessment concern, which they absorbed. On June 30, 1915, it reinsured the business of the Midland Casualty Company of Chicago, Illinois, and on July 26, 1915, changed its name to the above title.

The general offices were established in Milwaukee in March, 1917. Its present capital stock is \$110,280. During 1917, the company collected \$170,083.84 in premiums throughout the states of Wisconsin, Colorado, Illinois, Indiana, Michigan, Missouri, Ohio, Pennsylvania, Texas and Wyoming, and paid policy holders claims of \$67,775.46 for disability from sickness, accident and accidental death. The company is growing steadily and offers very attractive contracts both to agents and to the pub-

lic, covering the commercial, industrial, railroad and limited lines. Officers: Orlaf Anderson, President; C. L. Hutchins, Vice-President; H. O. Maxwell, Secretary; Conrad Engsborg, Treasurer; C. C. Noble, General Manager.

MILWAUKEE-WAUKESHA DELIVERY COMPANY

Founded 1912. If you were to move to Chicago or some other city within a hundred miles or more of Milwaukee, the quickest, best and cheapest way to do it would be to have the Milwaukee-Waukesha Delivery Co. do it with their big motor trucks. Long distance moving is a specialty of this concern, which has both the experience and equipment with which to do their work well. Officers: Henry P. Melius, President; Walter A. Moore, Secretary and Treasurer.

JOSEPH A. BAER

Founded 1913. The Attorneys' Collection and Commerce Service Association of which Mr. Baer is attorney and manager is an unusual collection agency. They specialize in handling accounts for attorneys, banks, merchants and manufacturers, and in a few years' time have built up an extensive business with connections in many parts of the country.

EAST SIDE BUICK COMPANY

Founded 1913. Five years is a longer time in the automobile business than in many others, and the way the business is changing these days makes C. P. Hatter, Sole Proprietor, stay very closely in touch with all the details. The business was started as the Hoppe-Hatter Co. in 1913, and in 1916 the East Side Buick Co. was added. On July 1st of this year the two companies were combined. The large number of Buicks one sees on the streets of Milwaukee is a testimonial to the merchandising and service of Mr. Hatter, as well as to the merits of the Buick car. Mr. Hatter is the oldest Buick distributor in Milwaukee and is well known in the industry both locally and throughout the country. Their building on Wisconsin Street is one of the finest of the kind in the West.

ALFRED REEKE COMPANY

Founded 1913. In five years the volume of sales of this Company have increased about 700 per cent. They distribute Nash Trucks and pleasure cars all over Wisconsin and upper Michigan, and their business now aggregates about \$800,000 a year. Their offices and garage at 455-459 Broadway have been increased by the addition of other quarters at 501 Broadway and they are generally regarded as one of the leading automobile firms of the state. Officers: Alfred Reeke, President; H. M. Vogel, Vice-President; R. W. Osborn, Secretary.

HARRY ABRAMS

Founded 1914. When an occasional down town store is vacant, you are apt to see Harry Abrams' Real Estate sign in it these days, because he and his corps of assistants are very much alive and on the job. Although established only four years, he has built up a clientele which is made up of patrons who come back, realizing that behind Abrams' selling methods is a real desire to give satisfactory service, and the knowledge that a satisfied client is worth more than the financial return to the agent on an individual transaction.

MISS KELLY'S SCHOOL OF STENOGRAPHY

Founded 1914. Only four years ago Miss F. E. Kelly opened a School of Stenography, exclusively for young women. At that time only one room was needed to care for the pupils who were taught shorthand, typewriting, business English and spelling. In this short time this school has grown from the one room to ten rooms with daily prospects of further extension.

WISCONSIN COMMERCIAL ACADEMY

Founded 1915. Although among the educational institutions of the city, business men have acquired a thorough respect for the Wisconsin Commercial Academy, which devotes itself exclusively to training bookkeepers and stenographers thoroughly before sending them out into commercial life. A. E. Rowland, Proprietor, is a strong advocate of Gregg shorthand, the teaching of which is a specialty of the Academy.

WISCONSIN MAGNETO CO.

Founded 1915. Autoists have learned to look upon the word "magneto" with profound respect, even if they do not really know what it means or does. This firm are experts at repairing and installing magnetos, coils, starters, generators and batteries and are local agents for several of the manufacturers of well-known electrical systems for automobiles. Their business has grown tremendously during the short time they have been in business. Adolf Graner is the Manager.

ACHEN MOTOR CO.

Founded 1916. This Company undertook the distribution of Chandler Automobiles at its inception and last year more than doubled the Chandler output in the state over any preceding year. In the summer of 1918 the White Trucks and Pleasure Cars were added on which they have also enjoyed a very good business to date, White Trucks being particularly in demand. Officers: F. W. B. Achen, President; Robert Gardiner, Vice-President; Hugo Boorse, Treasurer; Arthur Gardiner, Secretary.

AMERICAN FIXTURE CO.

Founded 1916. This firm is engaged in the manufacture and development of patent adjustable electric light fixtures for industrial purposes, which do away with the drop cords now in use. They have spent considerable time in experimenting, and have installed their ceiling, wall, bench floor and portable fixtures in over 100 leading factories in the city. Now that these have successfully passed beyond the experimental stage, it is the intention of A. C. Runkel and Ed. R. Kiesslich, the proprietors, to seek the larger market of the United States and other countries.

BROWN'S TIRE STORE

Founded 1916. When George A. Brown takes enough time from his business to tell a little about how he has built up a tire and repair business of \$70,000 a year in two years, from practically nothing, it makes one believe that there is money in the tire business. His shop now covers 13,000 square feet. He sells Federal Tires and has an extensive business of resewed tires, sales thereof extending all over Wisconsin, northern Michigan, Iowa and northern Illinois.

CROWN METAL CO.

Founded 1916. Within a year from its inception the first quarters of this firm were found inadequate, and new and modern factory was planned and built on Washington Street, which has greatly facilitated their efficiency in the manufacture and distribution of lead pipe, tubing, sheet lead, lead wire, calking lead, bar and wire solder, fish seine, wedge lead, came lead and lead shapes of all kinds. These lead products are used principally in the plumbing trade, chemical and sulphite industries, municipal and privately owned water works systems, Gas Companies and industrial trades generally. The Crown Metal Company's products are distributed all over the United States. Founders and present officers: George S. Meredith, President; H. S. Meredith, Vice-President and Treasurer; W. C. Davis, Secretary.

GENERAL STEEL COMPANY

Founded 1916. Covers 50 acres. Is the only alloy steel manufacturer in Milwaukee or Wisconsin. Distributes \$2,000,000 annual production of steel products, tool steels and forging steels throughout a dozen states. General offices, Public Service Building; Works, St. Francis (6 miles from Milwaukee). Officers: W. E. Moore, President; E. Gruhl, Vice-President; R. C. Gosrow, Sales Manager.

MASSACHUSETTS MUTUAL LIFE INSURANCE CO.

Established 1916, in Milwaukee. This is a purely mutual Company organized 1851, has no capital stock and is operated by the policyholders. Its business is confined to America, and to annual dividend policies exclusively. Women professionally employed are insured. The strength of the Massachusetts Mutual is indicated by the fact that they have over four hundred and fifty million dollars of insurance in force, and that their assets are \$100,768,580. The present offices in Wisconsin were opened January 1st, 1916, and this agency, under the direction of Mr. Joseph W. Briggs, is making rapid growth and opening up new territory continually.

PELTON STEEL COMPANY

Founded 1916. In two years this rapidly growing concern has doubled its floor space. In 1916 it occupied a space of 15,000 square feet and employed 35 persons. At present, the floor space is 30,000 square feet and the number of employees is 200. Its annual sales of steel castings amount to \$1,200,000. This product being distributed over 12 states; East as far as Philadelphia and West as far as Denver. Officers: G. A. Reuss, President and Treasurer; Wm. H. Schuchardt, Vice-President-Secretary and General Manager; Fred Vogel, Jr., G. A. Reuss, Wm. M. Schuchardt, Directors.

YELLOW CAB CO.

Founded 1916. Frank Mulkern has been in the automobile livery business ever since automobiles came into vogue. Two years ago, however, he decided that Milwaukee had attained sufficient size to support a live system of taxi-cabs, modelled upon the well-known yellow cab system of Chicago. The yellow cabs duly made their appearance and are extensively patronized. Garages are maintained in various parts of the city and service is prompt and reliable and rates are low.

DANIEL ZURASKI

Founded 1916. The sudden illness of a former district manager of the Massachusetts Bonding and Insurance Company, about a year ago, gave Daniel Zuraski his opportunity, and he stepped into the district manager's shoes and has made good. He specializes exclusively in handling health and accident insurance, and as his company operates under the rigid Massachusetts laws, designed to safeguard the interests of policyholders, he finds his policies well adapted to the needs of local business men, railroad employees, machinists, etc. Group health and accident insurance is a feature. The Massachusetts Bonding and Insurance Company are

said to be the largest monthly premium health and accident insurance company in the world. Under Mr. Zuraski's supervision the twenty local representatives and branch offices in the state have brought Wisconsin to a prominent position in his company's selling organization, evidenced by gold medals and other trophies, of which he is justly proud.

ANDERSON ELECTRIC CAR CO.

Established 1917 in Milwaukee. "Detroit Electrics" have been known in Milwaukee for many years, although it was only recently that a Factory branch was opened here. The manufacture of electric automobiles was quite limited at the time the Anderson Electric Car Company first entered the field, and with their previous experience as high class carriage builders they soon secured an important position in the business. They have constantly kept abreast of the requirements of the automobile buying public and are now building over four times as many electric cars as any competitor and more enclosed cars than any gasoline car manufacturer. John B. Stuber is manager of the Milwaukee Branch.

JOHN C. BECKER CO.

Founded 1917. While this is still a young company, they have already grown from a start of three employees and 2,100 feet of space to fourteen employees and 10,500 square feet of space. They are complete bank and office outfitters, handling exclusive lines of office furniture, safes and typewriters. Their sales have reached \$150,000 a year. Officers: John C. Becker, President; E. G. Wuerster, Treasurer; Raymond Koepke, Secretary.

DIAMOND PAPER BOX CO.

Founded 1917. The name indicates this firm's business. The local market affords a large outlet for paper boxes, and in the keen race for business, this firm is getting its share. Officers: Geo. J. Thust, President; Geo. Diamond, Vice-President; C. L. Moyer, Secretary and Treasurer; O. F. Kuehlhorn, Asst. General Manager.

H. I. LARSON

Founded 1917. The International Time Recording Company's products have been known locally for many years, but with the location of H. I. Larson here in charge of their Wisconsin business, their sales commenced to jump. The purchasers of hundreds of International Time Clocks now used locally will testify to the efficiency of this modern device and to the fact that Mr. Larson and his organization have a broad conception of the meaning of the word "Service."

MOTOR TRUCK SERVICE CO.

Founded 1917. The well-known "Diamond T" Motor Truck is handled by this firm, which is thoroughly organized to care for the large truck business on which they concentrate their energies. Officers: John G. Burnham, Wm. H. Weber.

SECURITY BUILDING & INVESTMENT CO.

Founded 1917. One of Milwaukee's finest office buildings is the Security Building, located at Second Street on Grand Avenue, in the center of the retail shopping district. This building is owned by the above firm. Officers: E. J. Kearney, President; A. L. Gebhardt, Vice-President; Hugo Deuster, Secretary and Treasurer.

GEORGE DIAMOND PAPER BOX CO.

Founded 1918. This is a recently organized Company. Officers: Geo. Diamond, President; A. T. Diamond, Vice-President; Albert T. Jenkins, Secretary.

W. C. DUERR AGENCY

Founded 1918. This Agency, writing all classes of indemnity and handling real estate and loans, was established on January 1st, 1918, at 410 Caswell Block, by Walter C. Duerr, who was connected with another local agency for over fourteen years, during which time he made many friends who have been helping to swell the large volume of business already written. Since May 1st, 1918, Alvin J. Duerr, brother of the above, has been connected with the agency. His eleven years in this line of business has covered Home Office and General Agency experience, as well as field work. They represent only American "Millionaire" companies and are in business to stay.

OPGENORTH BROTHERS

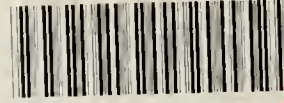
Founded 1918. The policies of this agency are summed up in the slogan "Maximum protection at minimum cost." They operate a general insurance and loan business, the firm having succeeded Victor D. Opgenorth the first of this year. Arthur Opgenorth and Victor D. Opgenorth are the principals.

OZONE COMPANY OF AMERICA

Founded 1918. Ozone Company of America, a recently formed consolidation of The Ozone Company, Milwaukee, Wisconsin, and the Neel-Armstrong Company, Akron, Ohio. Capital 5,000 shares, 8 per cent Preferred Stock, par value \$100 per share and 5,000 shares Common Stock of no stipulated par value. Officers: Fred A. Seiberling, President; Wm. J. Eherle, Vice-President, and Julius E. Kiefer, Secretary and Treasurer.

The former Neel-Armstrong Company for over 10 years manufactured and marketed Oxygen - Vapor Generators, whose therapeutic value has been amply proven by the test of time. More recently they also began producing Ozone Water Purifiers, Ozone Air Purifiers and various Ozone Appliances for industrial uses.

After the consolidation, the entire business was moved from Akron, Ohio, permanently to Milwaukee, Wisconsin, with executive offices in the Plankinton Arcade, and the indications are that the Ozone Company of America will soon prove itself to be one of Milwaukee's most successful and notable enterprises.



Compare it with the original



THE picture of the Solomon Juneau Trading Post on the front cover is a three color process reproduction of the original group recently completed by the Milwaukee Public Museum and now open to the Public on the Main Floor.

As a matter of civic information, we urge you to go see this group, and the many other new things in the Museum. At the same time you will have opportunity to compare our reproduction with the original Juneau group, whereupon you will appreciate the faithfulness and skill with which the Engravers have executed their work.